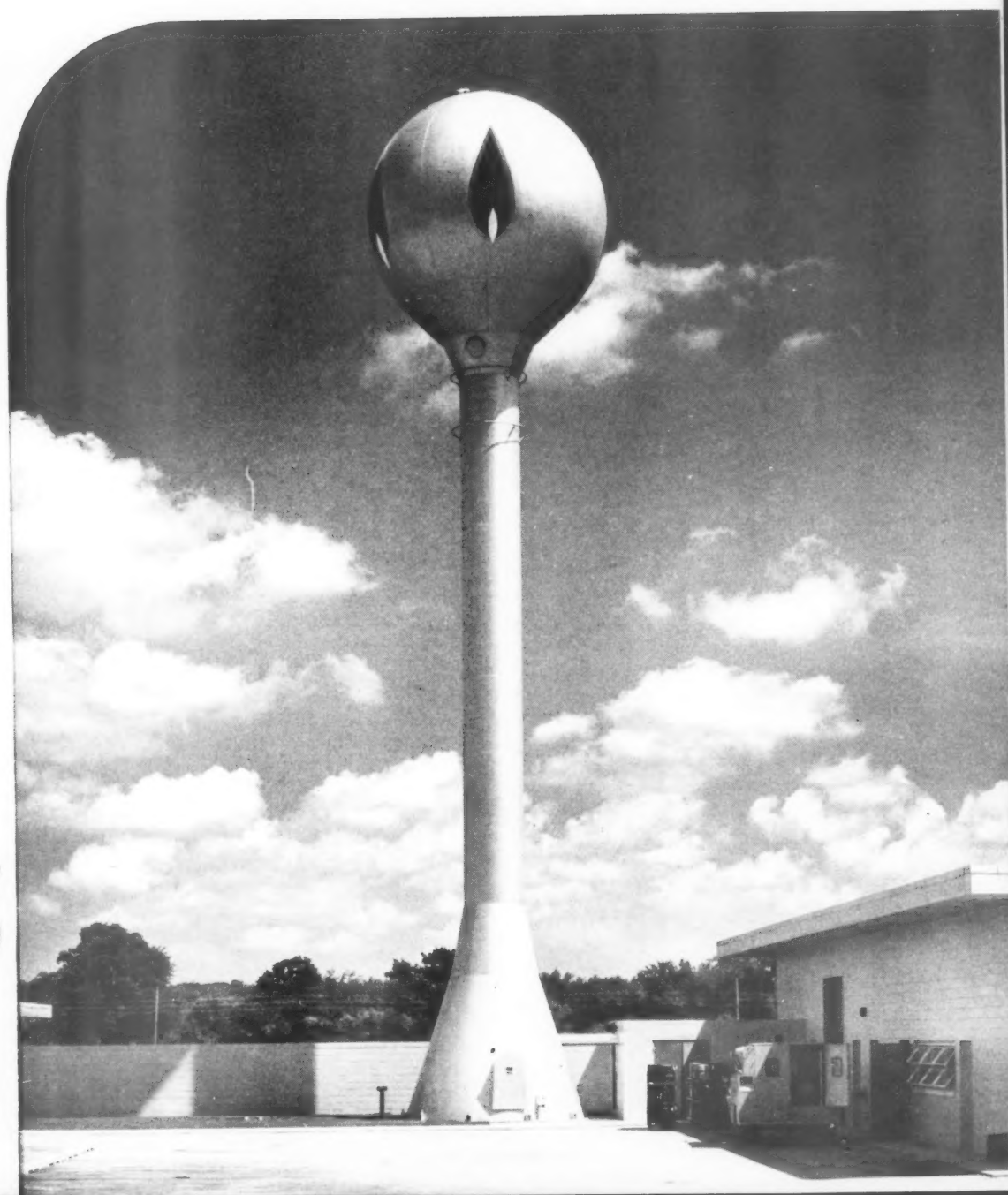


AMERICAN GAS ASSOCIATION

FEBRUARY
1959



- SUGGESTIONS
 - PLANS
 - MAIL SELLING IDEAS
 - PROMOTIONAL MATERIAL
- for the.....

GAS INDUSTRY'S
HI-LOAD
 COMMERCIAL WATER HEATING
*Sales
 Campaign*



February • March • April 1959

*a blueprint
 for your
 promotion campaign.....*

the gas industry's

HI-LOAD
CAMPAIGN

—what-to-do—
 —how-to-do-it—
 Guide of

Plans and Procedure.....

an action program to.....

Reach New Key Markets:
Gain New Summer Load!
Gain Added Year 'Round Load!

Here is your chance
 to get on the
HOT WATER Bandwagon
 by joining the
1959 HI-LOAD
 Commercial
 Water Heater Campaign
 during February,
 March and April.
Enter the program now
 and get
 your share of
 this
 profitable load.



GAS
HEATS WATER
FASTER....
COSTS LESS
TOO!

Your portfolio
 has been mailed. It is
 packed with sales helps and
 everything you need
 to conduct a successful
 Commercial Water Heater
 Sales Campaign.

AMERICAN GAS ASSOCIATION, 420 LEXINGTON AVENUE, NEW YORK 17, N. Y.

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● FOR FURTHER INFORMATION, WRITE INDUSTRIAL AND COMMERCIAL GAS SECTION



Blue gas flames painted on 95-foot high watersphere identifies Northern Illinois Gas Co. headquarters

JACOB R. M. V. LEFFERTS, a Middletown, N. J. builder who specializes in all-gas homes, received the second annual Gas Industry Builder Achievement Award during the National Association of Home Builders convention in Chicago last month. Also in the NAHB limelight were nine magazine-designed New Freedom gas kitchens and laundries (see page 2). . . . Although the highly successful 1958 convention is still the topic of conversation, plans already are being made for an equally successful affair in 1959. "New Horizons for Growth and Service" has been selected as the over-all convention theme. The convention theme is particularly appropriate, the committee feels, because it also says "New Horizons for G-A-S." For convention details, turn to page 5. . . . Oklahoma Natural Gas Co. has devised a program that is expected to reap some \$250,000 additional revenue this year. How Oklahoma Natural plans its big push on heavy duty appliances is told on page 6. . . . And on page 9, Oklahoma Natural's H. V. Potter warns that to hold the commercial cooking load we now enjoy, we must face the fact that "never before have we been pressured from so many different directions" by our competitors.

JAMES M. BEALL
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VOL. 41

NO. 2

• Subscription \$3.00 a year - Published eleven times a year, monthly except July and August which is a bi-monthly issue, by the American Gas Association, Inc., 420 Lexington Ave., New York 17, New York. Publication Office, 73 Main Street, Brattleboro, Vt. Address communications to 420 Lexington Ave., New York 17, N. Y., including all manuscript copy for publication. The Association does not hold itself responsible for statements and opinions contained in papers and discussions appearing herein. Cable addresses: American Gas Association, "Amerigas, New York"; American Gas Association Testing Laboratories, "Amerigaslab, Cleveland." Second class mail privileges authorized at Brattleboro, Vermont.

POSTMASTER: Send Form 3579 to American Gas Association
420 Lexington Ave., New York 17, New York.

Industry builder of year honored



C. S. Stackpole (l.), A. G. A. managing director, presents Builder Achievement Award to Jacob R. V. M. Lefferts. William J. Miners, New Jersey Natural Gas, looks on.

A prominent home builder who specializes in all-gas homes, and nine glamorous magazine-designed New Freedom Gas Kitchens and Laundries were special features at the National Association of Home Builders' (NAHB) Convention, held Jan. 18-22 in Chicago.

The builder, Jacob R. V. M. Lefferts, who is president of Oak Hill Builders, Inc., Middletown, N. J., received the 1959 Gas Industry Builder Achievement Award on Jan. 20, during the Million Dollar Round-Table Meeting.

The award, initiated last year by the gas industry to recognize outstanding contributions to the home building industry, was presented by C. S. Stackpole, A. G. A. managing director.

Mr. Lefferts was selected by a special committee which represented the nation's 1,300 gas utility companies. He was chosen on the bases of advanced methods of home construction, applications of new materials and equipment, and the use of modern merchandising techniques.

The New Jersey builder, who recently developed the Oak Hill and Applebrook Farm tracts near Red Bank, won national attention during 1958 with one of the new all-gas homes in his 650-unit Oak Hill section. Built to accommodate two generations of one family under one roof, the home includes 17 gas appliances with 11 fuel applications.

These applications are refrigeration, cooking, drying, incineration, water heating, house heating, air conditioning, gas lighting, gas-fired barbecuing, automatic gas fireplace lighting, and outdoor infra-red radiant-type heating.

Mr. Lefferts' home was featured in an 18-page editorial in the September issue of *Good Housekeeping* magazine, the first complete model home promotion ever undertaken by that publication.

It was also covered in *House & Home*, a leading trade magazine devoted to building, and won the *House & Home* 1958 Award of Merit in residential design and construction. The award was given in recognition of outstanding contribution to quality housing.

Other leading trade magazines carried the story and the American Telephone and Telegraph Co. made the all-gas home the subject of a 30-minute color motion picture.

Sharing the limelight with Mr. Lefferts were the glamorous New Freedom Gas Kitchens and Laundries which dominated the giant Coliseum. Occupying more than 5,200 square feet of space and covering four aisles, the unified gas exhibit provided a dramatic showcase for 1959 gas appliances in handsome kitchen settings.

Eight of the nine magazines—*Everywoman's Family Circle*, *New Homes Guide*, *American Home*, *Living for Young Homemakers*, *Woman's Day*, *McCall's*, *House and Garden*, and *Better Homes and Gardens*—have already devoted articles to their model kitchens. The *Parents' Magazine* kitchen will appear in that publication's May issue.

Kitchens, which this year are featuring fine furniture design for cabinets, now include interpretations of Italian, French Provincial and Early American styles. The 1959 trend is also toward darker finishes for cabinets. So far, walnut, fruitwood and cherry have been reported as the most popular. Some manufacturers are also offering lighter finishes, such as maple and birch, for small kitchens, because these shades make small kitchens look larger.

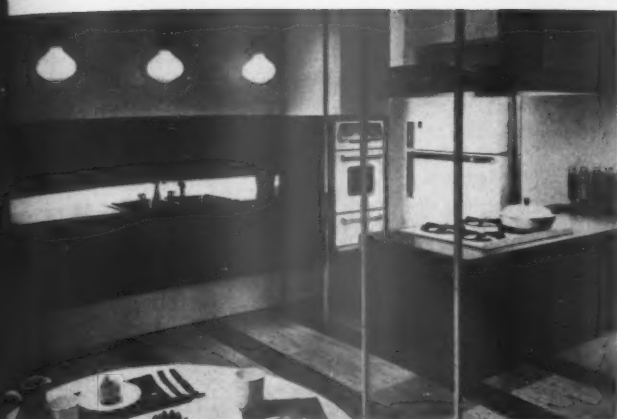
Called the "wood look" by the trade, these new finishes are stimulating great interest. Particularly modern this year is a printed wood grain on tempered wood hardboard with a plasticized coating. This handsome finish is available in either light or dark fruitwood.

Another sleek new style is achieved by the use of flush doors on wood cabinets, and the addition of a bare minimum of hardware. This adaptation is particularly popular with built-ins.

Recessed-into-the-wall cabinets were displayed in two of the kitchens. High-off-the-floor cabinets, which hang in a metal framework, were included in the Mutschler Brothers-Paul McCobb kitchen (which was featured in the September

(Continued on page 4)

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XL Furniture Co. "Living for Young Homemakers" kitchen, an example of the new off-the-floor look, was featured in the magazine's January 1959 edition



A gas light decorates the entrance to the Unified Gas Exhibit in Chicago's Coliseum, where the gas displays occupied four aisles and more than 5,200 square feet

*Nine magazine-designed New Freedom kitchens
are special features at the annual National Association
of Home Builders' convention in Chicago*



Left: This Dixie fold-away burner recesses into the wall to provide additional counter space. Above: The Nevamar "Woman's Day" kitchen was decorated completely in tile and laminated plastic, and featured a Char-Glo gas-fired barbecue. Right: The St. Charles "American Home" kitchen has an adjacent laundry-sewing room, where the washer-dryer and water heater were stored. All of these gas kitchens were displayed in Chicago



Industry builder

(Continued from page 2)

issue of *McCall's* magazine).

Colors are bright and gay this year, and give emphasis to the steadily more popular open-living plan. Powder blue, willow green, turquoise, butter yellow, pink, melon, and red are being used frequently with sandalwood and gray.

An interesting feature of the Republic Steel-House and Garden all-gas kitchen was a junior dumbwaiter designed to fit into, or above, the base cabinets. An automatic push-button control lowers the unit to the recreation room, laundry room or garage. Built-in barbecue grills also were displayed. These units use permanent ceramic brickettes instead of charcoal. Grills with hoods which lock smoke out of the house, and seal flavor into the food, are catching on, builders report.

Dixie's fold-away burners were featured in the Hallmark kitchen. Laundries which are made part of the kitchen area for a round-the-clock convenience were displayed in several of the kitchens. One of these laundries combined the sewing and children's play areas for both added convenience and step

saving.

In addition to the kitchen displays, individual gas appliance manufacturers took large booths to display their 1959 lines.

The 38,000 builders, architects, and visitors to the NAHB show generally seemed to like the displays, according to reports from convention officials. Many visitors showed a particular interest in gaslights, and noted the recent nationwide trend toward outdoor gaslighting.

Cabinet and gas appliance manufacturers who participated in the NAHB show were Geneva Modern Kitchens, Yorktowne Kitchens, Dimensional Kitchens, Wood-Mode Kitchens, St. Charles Manufacturing Co., I-XL Furniture Co., Nevamar Carefree Kitchens, Mutschler Brothers Co., Republic Steel Corp., Whirlpool Corp., Hallmark Kitchens, Tennessee Stove Works, Caloric Appliance Corp., Magic Chef Division of Dixie Products, Inc., Geo. D. Roper Sales Corp., The Tappan Co., Norge Sales Corp., The Cleveland Heater Co., The Hotstream Heater Co., Philco Corp., Cribben and Sexton Co., Rheem Manufacturing Co., The Majestic Co., Inc., Ruud Manufacturing Co., and Char-Glo Broilers (Christiansen Co.).

Financial syndicate acquires Pennsylvania Range Boiler Co.

PENNSYLVANIA RANGE BOILER CO. has been acquired by a financial syndicate headed by Butcher and Sherrerd, an investment firm. The purchase price has not been disclosed.

William K. Goldstein, formerly executive vice-president and treasurer, has been elected president of the new company. He succeeds Morgan S. Kaufman, who has retired from the presidency after 20 years.

Management, personnel and policies of the

company will remain the same, according to Harry Lasky, vice-president in charge of sales, who explained the acquisition.

Besides Mr. Lasky, other officers remaining with the firm include Alfred J. Pellegrini, vice-president of production and purchasing; Lee K. Carr, vice-president and treasurer; and Richard L. Kaufman and Charles W. Kaufman, vice-presidents.

The new owners have announced that Pennsylvania Range Boiler, with annual sales of

about \$10 million, will soon acquire additional facilities, in order to expand production, and that new products now under development will shortly be introduced on the market.

Pennsylvania Range Boiler manufactures a complete line of gas and electric water heaters, under the names of "Bradford" and "Pennsylvania," and a complete line of gas and electric clothes dryers, under the name "Douglas."

Two Lone Star Gas distribution districts earn safety awards

EACH OF TWO LONE STAR Gas Co. distribution districts recorded, during September 1958, a total of one million hours worked without a disabling injury.

San Angelo and Vernon both compiled the million hours on Sept. 15, 1958. San Angelo's record dates from March 1, 1951; Vernon's million hours began on Jan. 1, 1937.

Southern Gas Association plaques recognizing the safety records were presented by E. L. Buelow, Lone Star's West Texas regional manager, at special ceremonies held recently in the districts. J. Ben Boston, Vernon district manager, and S. H. King, San Angelo district manager, accepted the awards.

Glynn Covington, Lone Star's safety engi-

neer, said that the company has an overall average of seven disabling injuries for every million hours worked. Only five other districts in Lone Star's system have recorded a million hours without a lost time accident since the company was chartered in 1909, and only one district, Abilene, has recorded a million and one-half hours.

Columbia Gulf Transmission acquires Gulf Interstate Gas



John W. Kelley

COLUMBIA GULF TRANSMISSION CO. has just been organized as a new subsidiary of The Columbia Gas System, Inc. The new firm has already acquired the 850-mile natural gas pipeline of The Gulf Interstate Gas Co., Houston, Texas. John W. Kelley has been named president of

Columbia Gulf Transmission.

The \$200,000,000 Gulf Interstate Gas Co. was acquired for both common shares of Columbia Gas System and the assumption by Columbia Gulf Transmission of debts of

Gulf Interstate of about \$142,000,000.

The acquisition was explained by George S. Young, president, Columbia Gas System, who pointed out that Southwest natural gas has become vitally important to the operation of Columbia's natural gas system.

Gulf Interstate, in operation since Nov. 1, 1954, was originally constructed for the sole purpose of carrying natural gas purchased by Columbia in Louisiana to United Fuel Gas Co., Charleston, W. Va., a major unit of the Columbia system and principal supplier to other companies in the system. Until now, Gulf Interstate had operated as an independent, nonaffiliated company.

In addition to Mr. Kelley, officers of the new company are Seymour N. Orlofsky, vice-president; Joseph A. Staples, treasurer; E. O. Bottler, attorney and secretary; and W. A.

Koros, assistant treasurer.

Mr. Kelley was formerly vice-president of Atlantic Seaboard Corp., a subsidiary of Columbia Gas System.

The other officers were all previously with Gulf Interstate. Mr. Orlofsky was vice-president, Mr. Staples was secretary and treasurer, Mr. Koros was assistant treasurer, and Mr. Bottler was attorney.

Offices of Columbia Gulf Transmission will be in Houston, Texas.

The capacity of the 850-mile line, which runs from Rayne, La., to Leach Station, Ky., was 375,000 Mcf per day when it began operations in 1954. Since then, new construction has raised the capacity to 666,000 Mcf per day. Columbia Gulf Transmission has also taken over the operating organization of the pipeline system.

Convention to explore our future



Eskil I. Bjork has been named chairman of the General Convention Committee



J. J. Hedrick is serving as co-chairman of A. G. A.'s 1959 Convention Committee



Roy E. Jones will officiate as chairman of Convention Entertainment Committee

New Horizons for Growth And Service has been selected as the over-all theme for the American Gas Association's 1959 convention, according to Eskil I. Bjork and J. J. Hedrick, co-chairmen of the General Convention Committee. Mr. Bjork is chairman of The Peoples Gas Light and Coke Co., and Mr. Hedrick is vice-chairman of the board, Natural Gas Pipeline Co. of America.

The convention theme is particularly appropriate, the committee feels, as it also says "New Horizons for G-A-S." Moreover, growth and service are the basic concept of the American gas industry, the nation's fifth largest, based on net plant investment.

The total number of gas appliances in use throughout the country has risen to a record 102 million. Today, four out of five Americans use gas (natural, mixed or LP-Gas) for one or more of the eight major services in the home.

A. G. A. will take over practically

the entire facilities of the mammoth Conrad Hilton Hotel in Chicago for this year's annual meeting. Morning general sessions will be held in the Hilton's Grand Ballroom on Monday, Tuesday and Wednesday, Oct. 5-7, and the hotel is reserving 2,100 rooms for convention delegates. A few hundred additional rooms have been set aside for gas industry people at the Palmer House, Drake, Sheraton-Blackstone, Congress and Ambassador East.

A closely knit program was arranged by the committee at an all-day meeting in Chicago on Jan. 16. General sessions will explore new horizons for gas, finance, economics, management, legislation, energy, gas supply and sales. All three general sessions will be devoted to future prospects for the nation and the gas industry rather than to past achievements.

The General Management Section will sponsor a major luncheon meeting for delegates, immediately following the

Monday morning general session. This event may possibly be co-sponsored with the Operating Section. Climax of the convention will be a fast-moving general luncheon on Wednesday, Oct. 7, beginning at 12:30 and concluding at 2:45 p.m. so delegates can make train and plane connections.

The Convention Entertainment Committee, headed by Chairman Roy E. Jones, president, North Shore Gas Co., Waukegan, Ill., plans to hold the President's Reception and Entertainment in the Hilton's Grand Ballroom on Monday evening. Tuesday evening will be left open so that delegates can visit and attend company parties. Tuesday afternoon has been reserved for the ladies' party.

Mr. Bjork reports that three basic factors should help to attract a large convention turnout. First is the fact that the convention will be held in centrally-located Chicago, which is readily

(Continued on page 20)

Big push on heavy duty appliances

Oklahoma Natural Gas Co. has opened a commercial sales program designed to increase the company's commercial load through dealer sales of heavy duty gas appliances. The gas company's goal: an estimated annual revenue increase of \$250,000.

Oklahoma Natural established a company record in 1958 when more than 2,700 new units were sold. Other appliances sold totaled 2,200 units, and of these, 422 replaced obsolete equipment. An additional 46 units replaced electric equipment.

Key to the 1959 program is a brochure entitled the *1959 Plan Book*. Designed for the company's commercial representatives, it states that large volume cooking accounted for 8 per cent of gas sales and 10 per cent of annual revenue during 1958. The goal for 1959 is for a \$15,000 increase.

Besides the usual sales programs, an effort will be made this year to convince churches, hospitals, schools and clubs that they should replace obsolete equipment, or add to and upgrade their present facilities.

In addition to standard cooking equipment, the brochure calls for promotion of food warmers, fast-recovery fryers, adequate water heating systems, and commercial gas incinerators.

The book gives the commercial representative a complete sales package outlining the main points of approach to dealers and customers. The company service policy is explained, and local management is reminded that regular servicing is one of the best sales tools with which to combat competition. Equipment is described in detail, and a

MAINTENANCE CHART FOR GAS COOKING EQUIPMENT

BROILERS, GRIDDLES, STORAGE TABLES, THERMOSTATS

APPLIANCE	WHAT TO LOOK FOR	WHAT TO DO	HOW OFTEN	GENERAL REMARKS
BROILERS	<p>An accumulation of grease in a broiler will cause excessive smoking, lower production efficiency and quality, shorten life of equipment.</p> <p>Correct operation of burners makes a world of difference in broiling cuts and in uniformity of finished product. A clear flame with a distinct inner cone is best. No floating flames allowed. Flames should never strike directly on refractor elements but should just wipe the surface.</p> <p>Watch for cracked or broken ceramics in refractor type broiler.</p>	<p>Empty grease pan and wash with mild solvent solution. Wash drip shields and grids. If necessary, scrape grid with three-cornered metal scraper. Scrub the whole broiler chamber and body from inside.</p> <p>Clean burners to be sure openings and air shutters are free of fat and grease, using a fine wire to remove obstructions. Handle ceramic refractor units carefully.</p> <p>Burners should be checked by an experienced gas service man for adjustment.</p> <p>Replace damaged elements promptly.</p>	<p>EVERY DAY.</p> <p>ONCE A MONTH OR OFTEN.</p> <p>TWICE A YEAR OR OFTEN.</p>	<p>Turn flame low when broiler is falling.</p> <p>Don't try to broil meat too fast. Longer broiling time at moderate temperatures retains juice, flavor and tenderness better than the "burn-lean and serve-as-is" technique. Also saves gas.</p> <p>If you have a combination broiler-griddle, arrange your menu so both griddle top and broiler chamber are used.</p>
GRIDDLES	<p>Clean, smooth surface.</p>	<p>Use metal scraper to keep surface free of encrusted matter.</p> <p>Wipe frequently with heavy-duty degreaser.</p>		
STORAGE TABLES	<p>Don't let acid or alkali sit on surface.</p> <p>Keep it.</p>			
THERMOSTATS	<p>Failure of properly season the May be faulty.</p>			

MEAT-SAVING ROASTING CHART

Use open roasting pan with rack and no water. No basting is necessary. All cuts given here are tender cuts suitable for roasting.

ROAST	Approximate Weight in pounds	Oven Temperature in degrees F.	Approximate minutes per pound	Notes
Standing Rib	20-22 lbs. (7 ribs)	300-325	12-15 min. 17-20 medium 22-27 well-done	
Roast Rib or Boneless Roast	15-17 lbs.	300-325	12-15 min. 17-20 medium 22-27 well-done	
Roast Beef (4-6 ribs)	6-7	300-325	12-15 min. 17-20 medium 22-27 well-done	
Shoulder (boneless roll)	5-6	300-325	12-15 min. 17-20 medium 22-27 well-done	
Loin	4-5 lbs.	300-325	12-15 min. 17-20 medium 22-27 well-done	
Ham (4-6 lbs.)	4-5	300-325	12-15 min. 17-20 medium 22-27 well-done	
Shoulder (boneless roll)	5-6	300-325	12-15 min. 17-20 medium 22-27 well-done	
Loin	4-5	300-325	12-15 min. 17-20 medium 22-27 well-done	
Shoulder (boneless roll)	5-6	300-325	12-15 min. 17-20 medium 22-27 well-done	

FACTS ABOUT MEAT SHRINKAGE

A GREAT NUMBER of impartial tests by various institutions have demonstrated that meat shrinkage is a function of temperature, time and type of meat. These tests prove that:

- Shrinkage increases with higher oven temperature or extended cooking time.
- Shrinkage increases with extended exposure to heat; a factor closely connected with temperature.
- There is no difference in shrinkage produced in identical meats roasted in an identical manner of the ventilated or non-ventilated types, whether heated by gas or other fuels.

ase load through dealer sales in drive for \$250,000 additional annual revenue

AND TEMPERATURE CHART FOR FRENCH FRIES

Size	Fast-Recovery Kettles	Regular Kettles	Frying Time
1/2" cut	335°F.	350°F.	6 minutes
1/2" cut	335°F.	350°F.	3 minutes
1/2" cut	335°F.	350°F.	3 minutes
1/2" cut	335°F.	350°F.	5 minutes
1/2" cut	335°F.	350°F.	2 1/2 minutes
1/2" cut	335°F.	350°F.	2 1/2 minutes
1/2" cut	335°F.	350°F.	7 minutes
1/2" cut	335°F.	350°F.	4 minutes

FRYING TIME & TEMPERATURE CHART SEAFOODS & CHICKEN

Seafoods	Fast-Recovery Kettles	Regular Kettles	Frying Time
Frozen Breaded Shrimp	335°F.	375°F.	4 minutes
Fresh Breaded Shrimp	335°F.	375°F.	3 minutes
Frozen Fish Fillets	335°F.	375°F.	4 minutes
Fresh Fish Fillets	335°F.	375°F.	3 minutes
Fresh Breaded Scallops	335°F.	375°F.	4 minutes
Breaded Fried Clams	335°F.	375°F.	3 minutes
	335°F.	375°F.	4 minutes
	335°F.	375°F.	1 minute
	335°F.	375°F.	5 minutes
	335°F.	375°F.	4 minutes

A TIME AND TEMPERATURE CHART FOR STANDARD BAKED ITEMS

Each food has its correct baking temperature which is determined by the moisture content, size of pan and quantity of food, the sugar quantity, shortening, etc. To be absolutely sure of your recipes check temperatures with your recipe source, your flour, yeast or shortening supplier or the manufacturer of your oven.

FOOD	TEMPERATURE (Deg. F.)	TIME (Minutes)
Apples, Baked	350-375	20-40
Biscuits, Baking Powder	425-475	12-15
Bread, Baking Powder (Quick-bread, loaves)	325-350	40-60
Bread, Corn (2 inches in depth)	375	25-30
Bread, Corn (about 1-inch in depth)	400	15-20
Bread, Nut	325-350	40-60
Cake, Angel	325	50-70
Cake, Butter, Layer	375	20-35
Cake, Butter, Plain Layer	350	45-60
Cake, Chocolate, Layer	350	35-40
Cakes, Cup	375	15-20
Cake, Fudge, Square	350	45-60
Cake, Gold, Square	350	40-50
Cake, Molasses, Cup	325-350	15-25
Cake, Plain, Sheet	375	25-40
Cake, Sponge, Layer	300-325	40-60
Cake, Sponge, Sheet, on Jelly Roll	375	15
Cake, White, Layer	375	20-25
Cheese Souffle	350	45-60
Cheese Straws	450	5-10
Custard, Large	300	45-50
Custard, Large (set in water)	300-350	60-75
Graham Cracker Brown Betty	350	60
Macaroni and Cheese	350	45
Macaroni, Scalloped	350	45
Meat, Loaf	325-350	1-1 1/2 hrs.
Meat Pie	400	25-30
Meat Pie, with crust (meat previously cooked)	450	25-30
Meat Balls	450	15
Pie (double crust and fruit)	450 for 10 min., then 350 for 45 min.	1 1/2
Pie, Canned Fruit Filling	425	30
Pie, Custard	450 for 10 min., then 275 for 30 min.	45
Pie, Puffin	450 for 10 min., then 350 for 30-35 min.	45
Pie, Pumpkin	450 for 10 min., then 325 for 30 min.	45
Pie, Raisin Filling	450 for 10 min., then 350 for 30 min.	45
Pie Shells	450	10-15
Potatoes	400	40-50
Puddings, Bread	325	45-60
Puddings, Indian	350-375	3-3 hrs.
Puddings, Rice or Tapioca	300-330	1-2 hrs.
Puddings, Rice (rice uncooked)	250-275	2-3 hrs.
Rolls, Bran, Yeast, Plain, Raisin	400-425	15-20
Solomon Leaf	375	35
Scalloped Potatoes	350-400	15-20
Tarts	400-450	10-15

"sales pitch" is made by a restaurant operator in the form of a case history presentation.

Appliances described are: deep fat fryers, hearth and over-fired broilers, new ovens, counter equipment and griddles, food warmers, and ranges featuring various kinds of tops.

Also shown are a maintenance chart for gas cooking equipment and a series of charts listing desired cooking temperatures for potatoes, seafoods and chicken, standard-baked items, and a meat-saving roasting chart.

Special sales activities and a calendar of events which tie in Oklahoma Natural with A. G. A. programs, such as the Hi-Load water heater and PEP campaigns, are outlined.

Oklahoma Natural will allow cash awards for prospects who are sold by dealers. The amount is doubled if electric equipment is replaced.

In a contest on direct sales for new revenue quotas, company districts are divided into two major groups. First prize is an all-expense-paid trip to the 1959 Hotel Show in New York City. A grand

prize is offered in the three groups making up the serviceman's prospect plan. This one will be an all-expense-paid trip to the 1960 Restaurant Show, which will be held in Chicago.

Although not included in the gas cooking segment of the commercial program, a pocket in the brochure's back cover contains sales tools and manufacturers' literature on commercial incinerators, special built-in counter fryers, and several survey sheets to estimate the hot water requirements for restaurant operation.

A.G.A. in Action

Thumbnail sketches of current activities at Association Headquarters and Laboratories

Pieter Root, Jr., has been named assistant to the director of the A. G. A. Laboratories. The appointment is effective March 1. Mr. Root will be located in Cleveland. He joined A. G. A. in 1947 as a test engineer at the Pacific Coast Laboratories. He subsequently became assistant chief engineer, supervisor of testing, and, in 1953, assistant manager of the Pacific Coast Laboratories.

A research project, designed to develop new methods of storing natural gas underground, has been initiated through the PAR research program. A need for new methods exists because many utilities do not have suitable sub-surface formations in their areas to permit conventional storage, and must instead use less attractive means of coping with peak shaving. Among the possibilities being studied are storage in liquefied form, adsorption on solids, and absorption in liquids.

After several months of consultation with the Utilization Bureau, Patterson-Kelley Co. has developed a large-volume water heater for commercial and industrial applications. The design will soon be submitted to the A. G. A. Laboratories for approval. Patterson-Kelley, one of the largest firms in the steam heat exchanger field for water heating, has never before produced a gas-fired water heater.

The Subcommittee on Training of Rate Men has recommended a number of modifications in the projected manual of rate fundamentals. The manual will be used throughout the industry to train new members of rate departments. The subcommittee also suggested several additional chapters for the manual. One chapter will deal with the economics of natural gas production, and will be prepared by Daniel Parson, director, Bureau of Statistics.

The new Multimatic Wall soon will go on display in New York City's Grand Central Station. A. G. A. has arranged to display a model of the Wall in the Merrill Lynch, Pierce, Fenner, and Smith exhibit in the terminal. It is estimated that the model will be seen by some 8,000 people each day.

A prize contest being conducted by the Gas Appliance Manufacturers Association, in conjunction with the 1959 PEP Campaign for commercial cooking appliances, has created considerable interest. A number of companies already have entered the competition for the achievement awards. Several presentations have already been received

and are currently on display at A. G. A. Headquarters.

The 1959 Textile Symposium will be held Sept. 28-29 at the Sedgefield Inn, Greensboro, N. C. The theme of the meeting will be "Pinpointing Performance." Included on the agenda are talks entitled "Greetings from the Gas Industry," "Non-Woven Fabrics," "Curing of Resin-Treated Fabrics," "Fabrics as Raw Materials," and "A Textile Company's Considerations Prior to Installation of Gas Equipment."

Also planned by the Industrial and Commercial Gas Section is the 1959 Industrial Gas School, which will be held Sept. 14-18 at the Penn-Sheraton Hotel in Pittsburgh. The week's program will include a full day each on combustion fundamentals and systems, and the heat treatment and forming of metals.

Jimmy Stewart and his family—wife, Gloria, and four children—have signed contracts to star in A. G. A.'s White Christmas promotion. A. G. A. plans to show the Stewarts in different sequences on Christmas TV commercials, in order to give the promotion a family flavor.

The Bureau of Statistics' Market Research Section reports that some 102 million residential gas appliances were in use as of Jan. 1, 1959.

The PAR Public Information Program is graded 95 per cent "for its many virtues and relatively few defects" in the current issue of the American Society of Association Executives Journal. An article by Clark Belden, managing director, New England Gas Association, sums up the first four years of the program by asking: "Who can contend that it hasn't been a good 'proposition' for all concerned?"

A Mid-Eastern Regional Public Relations Workshop has been scheduled for April 15 in Baltimore. Attention will be focused on PR techniques in rate matters. Gordon M. Jones, The United Gas Improvement Co., is chairman, and William T. Brady, Consolidated Edison Co. of New York, Inc., is vice-chairman.

Orders for the new *Do You Know?* booklet on properties of natural gas have exhausted the initial supply of 50,000 copies in less than three weeks. A second printing has already been scheduled by the Public Information Bureau.

*Gas has 90 per cent of the business,
but the electric industry is ready for major campaign*

Hold that commercial cooking load

By H. V. POTTER

Vice-President
Oklahoma Natural Gas Co.

More thoughtful consideration is being given to gas industry challenges and opportunities than ever before. Our problems in the past have always seemed big, but I believe it is safe to say that never before have the pressures from so many different directions challenged our ingenuity as they are doing at the present moment. Life in all its facets is becoming more complicated and the gas industry is no exception.

Last year, for the first time, gas company revenues exceeded \$4 billion, and during that year for the first time revenues from the sale of gas to commercial customers exceeded \$500 million. This is more than 12 per cent of the total revenue. The A. G. A. Bureau of Statistics predicts that these commercial sales will more than double in the next 10 years and will exceed \$1 billion.

This prediction is based on the belief that utility executives are aware of the opportunities that exist, and are smart enough to overcome whatever obstacles may stand in the way. An apathetic attitude or a belief that we've got it made, or a false sense of security because of the large amount of gas being sold for industrial purposes, all could contribute to the loss, by default, of one of our most lucrative sources of base load.

Let's look at the commercial cooking load. There are more than 500,000 food

service establishments across the country. Americans eat 78 million meals a day in restaurants. The food service industry is now the fourth largest industry in the United States, just ahead of the natural gas industry which has moved into the No. 5 spot. We believe we are right in saying that nine out of 10 meals prepared in restaurants are cooked with gas. Here is a load which uses 46 per



Mr. Potter warns against an apathetic attitude toward our current position

cent of its total yearly requirements during the six off-peak months.

The art of slaving over a hot stove is giving way to reheating of already prepared frozen dinners, and a great increase in restaurant patronage. It looks as though inflation has not yet run its course and this will give birth to many thousands more eating establishments

which can go gas or electric, depending upon whether or not we face up to facts and chart a winning course.

In our service area alone our commercial cooking load amounts to \$1.5 million. Add to this the gas used for water heating and incineration and the revenue figure more than doubles.

Here is the situation. We now have about 90 per cent of the commercial cooking load. Our rates for commercial gas give us a good solid profit. The load factor is good, distributed almost equally between summer and winter. We can see an opportunity to double the cooking load and add to it a new incineration load and a very substantial air conditioning load. But we are not in complete control of the situation.

A recent issue of *Electrical World* refers to the commercial cooking load as a "sleeping giant" potentially worth 40 billion kilowatt hours of load to the electric industry. If I were in the electric business I would be impressed by this potential and would go after my share of it. I am sure our counterparts in the electric business are equally impressed and eager to move.

Suppose we should lose all of this load, or even half of it. It could happen, because the electric industry seems to be loaded with money for promotion and subsidy, and its rates are more stable than ours because of increased efficiencies and newly installed generating plants. The electric industry possesses several large manufacturers who are able to assist them in their plans to capture this lucrative market.

It is not a pretty picture but it is one we must contemplate if we are to get

(Text of an address delivered by Mr. Potter before the Industrial and Commercial Gas Section at the 1958 A. G. A. convention in Atlantic City, N. J.)

with it and prevent its happening. Even the partial loss of our commercial cooking load would so weaken our position in the commercial field that our competitors would find it easy to start a trend that could snowball. One of the best things that can happen to a commercial establishment is to have it become known as the place to go—one of the worst things that could happen to us is for electric cooking equipment to become the thing to use. Success or failure could come as a result of action or inaction in a company far removed from your own, because a trend could get

started in one area and spread like a prairie fire to engulf those many miles away if not put out in time. This must be an industry effort, and only by unity of thought, word and deed can we succeed.

It is a vicious cycle—to lose commercial load means an increase in residential rates—which means further sales resistance and probable loss of some domestic load to electric competition. This would increase sales of electricity and reduce costs per kilowatt hour, making it possible for the "hot-wire" boys to offer their fuel at much more

favorable rates for services for which they cannot now compete successfully.

Against this background of sober reflection, let's take a look at our assets—our points of superiority. I know that our fuel has the superior advantages of better performance, greater speed, more economy and more accurate control, but do our customers believe all this?

We found we were being subjected to many unfounded claims—biased and unsubstantiated. We went out and bought the fastest electric fryer, the best electric broiler, and the latest electric
(Continued on page 24)

Meet your Association staff



Henry E. Littlehailes

Henry Evans (Hank) Littlehailes is a modern-day self-made man.

Hank makes it a habit to excel at everything he does. Whether it be performing his job as assistant director of public information, taking part in community affairs, handling press relations, speaking in public, participating in sports, or looking after the affairs of his college alumni club, Hank has a penchant for coming out on top.

The oldest of 11 children, Hank naturally was faced with a financial problem when he went to college. So he got a part-time job as a newspaper reporter, waited on tables, and was awarded a four-year scholarship as director of publicity for Washington and Jefferson College ("oldest college from the Alleghenies west") where he received a B.A. degree, majoring in English.

Later, while a by-line writer for 10 years at the "Philadelphia Enquirer," he maintained his interest in college by teaching journalism for five years at Temple University. Today, he is president of his college alumni club for New York and New Jersey.

Too small to play college football, Hank tried boxing, was twice the 118-pound campus champion, made the varsity, and fought his way to the semi-finals of the Eastern Intercollegiate. With his boxing days behind him, Hank now devotes much time to bowling. His average: 170.

At the New York City Knickerbocker Toastmasters Club, Hank has made 10 speeches, walked away with four trophies.

His entire career, except for a few months working in a coal mine

where his father was foreman, has been in the field of communications. He was with newspapers in Wheeling, W. Va., and Washington, Pittsburgh and Philadelphia, Pa., and was an editor with the Associated Press in Philadelphia.

He also was a newscaster for Station KDKA in Pittsburgh, did public relations for RCA Victor in Camden, N. J., and, in 1954, joined a public relations firm in New York.

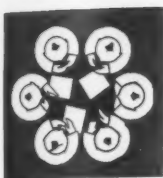
Hank came to A. G. A. as press relations manager in October 1956, was named to his present position in March 1958. He is justifiably proud that the A. G. A. public information program was cited by "Public Relations News" during 1958 as one of the 10 best PR programs in the nation.

Hank is editor of "Intercom," a publication for gas industry PR executives. He also plays a major role in planning and conducting A. G. A.'s regional PR workshops. In addition, he assists James M. Beall, director of public information, in administering the multitude of duties required in the department's operation.

He makes his home in a roomy Wantagh, Long Island, ranch house with his wife, Joan, and two sons, David, 10, and James, four. David is a neophyte in the Little Basketball League, of which Hank is a commissioner.

His business philosophy: public relations is personal relations. And, if there is a dividing line between these two, you have to look closely to find where one begins and the other ends with Hank.

He has a way with people, and they just naturally like him.



Industrial relations round-table

Prepared by
A. G. A. Personnel Committee

Edited by **W. T. Simmons**

Assistant Personnel Manager
Philadelphia Electric Co.

● **Test your sense of closure**—In the January issue of *Nation's Business*, an article by Charles A. Cerami discusses a new way of looking at job performance. This new method promises to be a major advance in measuring and increasing an employee's true effectiveness.

According to the article, separate teams of management experts and industrial psychologists, who are looking for methods of getting higher quality work from a given group, have turned up a by-product which is potentially their most important result: this by-product is the fact that individuals differ enormously in their judgment of when a piece of work is finished.

Mr. Cerami writes that this fact is significant because it is now believed that more than half of all people in the business world are defective when it comes to knowing the right time to stop efforts in one direction and divert them to another job. This defect is one explanation for men who appear to be hard-working employees, and who are certainly conscientious, but who may turn out poor results.

Here is a simple example which will undoubtedly remind you of many cases you have seen:

A typist is instructed: "Be sure to get this letter out tonight." Depending upon her sense of closure, she will take this to mean:

1. Type it and put it on the boss' desk.
2. Type it, get it signed, and put it in the "out" basket.
3. Be sure the typed and signed letter is mailed tonight.

You will see from this example that there are variations in the interpretation of closure. Girl No. 2 will be less troublesome to have around than Girl No. 1, though she will still fall short of making life easier for her boss.

Many girls who stop at Point No. 2 would be genuinely astonished if they were criticized because the letter stayed in an "out" basket overnight. Because they have a feeling of closure on completing the routine part of the job, they cannot see that more might be expected of them.

But the executive who wrings his hands despairingly over this lack of judgment on the part of his secretary may, himself, be just as frequent an offender. In fact, the higher up the managerial ladder we go, the

more likely we are to find men who do not do a whole job because the line which marks finis to each task is less and less clear.

Mr. Cerami reminds us that combating a defective sense of closure requires three main policies:

1. Make each responsibility completely clear.
2. Refuse to hear excuses.
3. Test for closure sense.

Should you wish to review this subject further, you may write for reprints of the article entitled "Test Your Sense of Closure." Send 10 cents for each copy to *Nation's Business*, 1615 H Street, N.W., Washington 6, D. C.

● **When employees get "off the beam"**—Donald J. Wood, in the September issue of *Supervision*, states that, when production sags, when absenteeism or turnover increases, or when good workers become discontented, there are a few points to remember if we are going to build morale through the corrective interview. Many use these rules as a guide when a worker is not doing his job and needs to be corrected:

1. Never correct in public.
2. Let the worker do the talking.
3. Seek other opinions.
4. Judge slowly.

After a man has gone back to his job, take your time in deciding what is wrong and what to do. Try to find the reason he has made this error. Gather as much information as you can before taking action.

● **Emotional mirror for you**—Here is a mirror which any manager can use to check the state of his emotions. It was polished by William C. Menninger, M.D., leading psychiatrist. Dr. Menninger points out that most executives who have periodic physical health check-ups could also benefit from periodic mental health check-ups.

Here are some of the factors which Dr. Menninger would consider in an emotional check-up of an executive:

1. How consistently is he able to get along with his associates? Which ones does he like or dislike, and why? Is he a "prima donna"? All of us have bad days, but how frequently do his occur?
2. Is he so immature that he has to have what he wants when he wants it? And, if he doesn't get what he wants, does he pick up his marbles and leave the game? Or is he mature enough to have learned that he has to work and wait for most of the things he wants?
3. How much satisfaction does he find in the constructive, creative and mature giving of himself?
4. Does he seek and accept help when he

needs it?

● **NLRB rulings: no-strike clause has teeth**

—No-strike clauses recently became a threat even to strikes which protest an employer's unfair practices: The NLRB refused to reinstate unfair practice strikers because (1) their union contract banned all strikes until the grievance procedure had been observed and (2) they had struck without first resorting to the grievance procedure (Mid-West Metallic Products, Inc.).

Ordinarily, an employer must reinstate unfair practice strikers and, if necessary, must fire their replacements. The Supreme Court has even ordered their reinstatement in the face of a general no-strike clause (*Mastro Plastics Corp. v. NLRB*, 56 ALC 428).

In the Mid-West Metallic case, nine employees left their jobs and picketed the employer when he fired an employee for trying to get authorization cards signed for an outside union. The employer thereupon fired them, claiming a violation of the no-strike clause of his contract with the union. This clause is as follows:

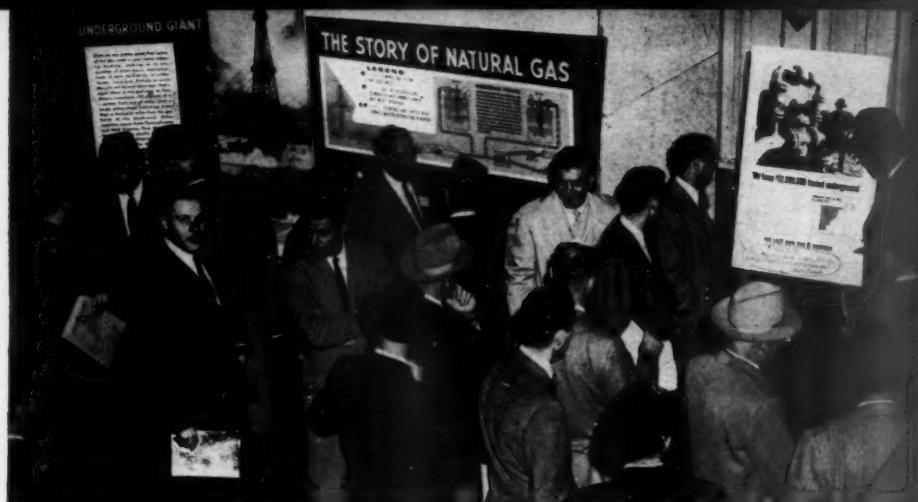
"Should differences arise between the company and the union, or the company and an employee, concerning any discharge, or lay-off, or wages, hours, working conditions, or personal practices, or any other matter properly and customarily the subject of grievance including the application or violation of any provision of this Agreement, there shall be no interruption of normal production, slowdowns, strikes, or lockouts, nor any other action taken by the union or an employee on account of such grievance until all steps in the grievance procedure set forth have been observed and these steps have failed to produce a settlement."

The employees had not resorted to the grievance procedure which, according to the NLRB, could have been completed in as few as five days.

The key to the NLRB's decision in the Mid-West Metallic case was that the no-strike clause did not impose an outright ban on strikes. It only prohibited strikes until the grievance procedure had been used. Once the grievance procedure had been exhausted, the employees were free to strike. The NLRB used this fact to distinguish the *Mastro* case, in which the Supreme Court said the outright ban on strikes would have allowed the employer to commit unfair practices throughout the term of the contract. In the Mid-West Metallic case, the strike would have been delayed only a short time (five days).

The situation would have been quite different if the strike had been an economic one (one caused by something other than an employer's unfair practices). Economic strikers do not have to be reinstated if they have been replaced.

Newsmen view displays on natural gas during tour of East Ohio's new Chippewa Station



Wayne Carson (second from left), a company official, describes facilities to newsmen



*Reporters learn firsthand
about the gas utility's expanding
underground storage program*

40 newspapermen tour East Ohio installation

Given a rather technical situation, how many questions can 40 trained interrogators ask in a three-hour period? The East Ohio Gas Co. estimates hundreds.

The Ohio utility invited 40 newsmen to tour its new \$2.4 million Chippewa Compressor Station near Doylestown, Ohio. The installation is the latest major addition to the company's expanding underground storage program.

Newsmen, representing daily and weekly newspapers, and trade and business publications, swarmed over the station asking searching questions.

Do you lose much gas in storing it?

What keeps the gas from seeping into other underground areas?

Why is the gas being stored in this particular location?

These questions, and many others, were welcomed by a group of East Ohio operating experts whose job that day

was to e
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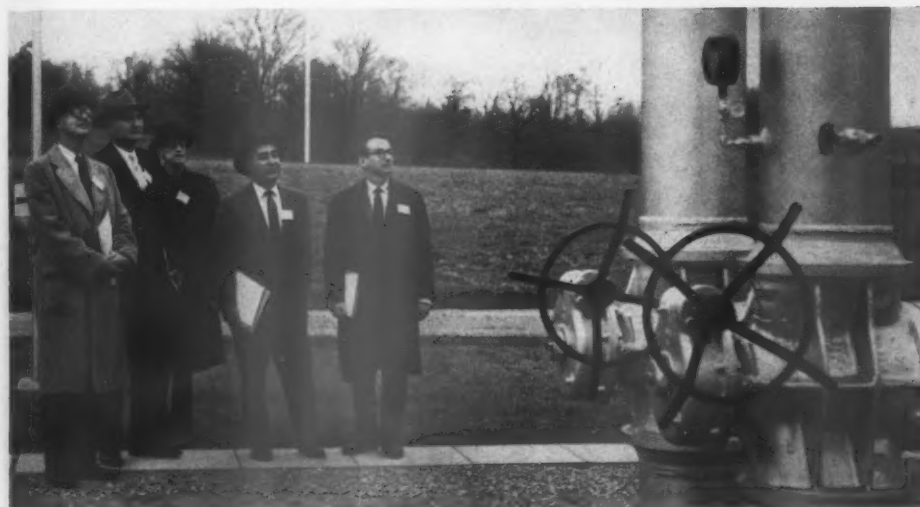
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R. W. Ramsdell (l.), East Ohio president, talks with C. E. Gallagher and R. Lohr (r.)



Reporters watch the Chippewa Compressor Station's scrubber outlets in operation

was to explain the principles behind the gas industry's underground storage program, and outline its importance to the gas distribution economy of northeastern Ohio.

The newsmen, invited and transported to the station by division and district managers, were greeted upon their arrival at Chippewa by East Ohio's supervisor of storage planning. He briefed the guests on what they would see in their tour.

Referring to the new station and the near-by gas-bearing rock formations, he summarized their relationship: "It's somewhat paradoxical that we would build this brand new station to utilize a storehouse that is 280 million years old—give or take a few years. But that is the principle of underground storage."

Following the introduction, the newsmen were guided through the installa-

tion by the district or division manager who had invited them. Their tour followed the route of the gas through the station. Twenty-one specific points, marked by numbered identification signs, noted spots of particular interest.

Starting at the sign, "Point No. 1 . . . Trunk Pipe Line 13 . . . Gas Enters Here," the reporters walked from point to point, to the odorization building, a meter house, past the "scrubbers," into the compressor building, to a point overlooking the storage fields, and back to where gas from storage enters the transmission lines.

Along the way they saw the tanks used to store oil for the "scrubbers," the installation's fuel supply building, the three 1,500-horsepower compressors, the compressor engine control panels, the inter-coolers and after-coolers, and the separators.

To help emphasize the amount of property a gas company has buried, the earth above all underground piping was lined with lime. At the beginning of the tour, each newspaperman was given a press kit, a brochure on underground storage and a tour guide. The guide contained an explanation of each of the 21 points of interest highlighted by the signs.

For example, the first point in the guide was described: "Trunk Pipe Line No. 13 (24 inches in diameter at this point) carries gas to Chippewa from Texas Eastern Transmission Corp. compressor station to Summerfield, Ohio, 87 miles to the south. The Texas Eastern line brings gas from the Southwest of Mexico."

The same tour guide, a tour map showing the route through the installation, and a map showing the location of

(Continued on page 20)

Commercial water heating studied at 2-day workshop



V. J. Plouffe of Ruud Manufacturing Co. explains the effects of various types of water heaters on the efficiency of dishwashing equipment.

A two-day workshop in Chicago on commercial gas water heating engineering attracted an enrollment of more than 200 architects, engineers, plumbing contractors and maintenance personnel from national food chains with offices in the city. Also attending were some 15 food inspectors from the Chicago Board of Health.

The concentrated program was sponsored jointly by the commercial sales department of The Peoples Gas Light and Coke Co., Ruud Manufacturing Co., maker of gas water heating equipment,

and Columbia Pipe and Supply Co., Chicago distributor for Ruud.

The sessions, held in the home service auditorium of the Peoples Gas building, consisted of lectures and demonstrations on the operation of different types of water heating equipment and their effect on the efficiency of a commercial dishwasher. The lectures and demonstrations were conducted by V. J. Plouffe, Ruud representative.

Used in the demonstration were a Blakeslee dishwasher, furnished by Blakeslee & Co., Chicago, and two types

of gas water heaters—a Ruud AST 80A, a 67-gallon storage tank type having an 80-gallon recovery, and a Ruud 5PFA multifin instantaneous flow type water heater.

The dishwasher was equipped with a glass panel which made it possible for the audience to see the comparative effectiveness of the two types of gas water heaters on the operations of the dishwasher. Using this equipment in combinations, Mr. Plouffe showed that, under actual operating conditions, the instantaneous flow type water heater, when



Mr. Plouffe uses the blackboard to show workshop delegates how to derive maximum benefits from commercial water heating-dishwashing installations



J. T. Benedict of Ruud describes a Ruud AST 80A 67-gallon storage commercial water heater to (l. to r.) H. A. Blake, Frank Nash and C. E. Dalton



O. C. Nerad holds book while Mr. Plouffe points out an explanation to (l. to r.) Ralph Klaerich, Douglas Ewing, Ted Atkins and John Delehant



R. L. Ingeman (l.) shows Ruud manual to (l. to r.) J. H. Stiggleman, G. E. Rosenbach, C. J. Pacer, L. Woloshin, Mr. Klaerich and F. E. Rasmussen

connected directly to the city water supply, did not provide water of the proper temperature of 180 degrees and pressure for the 10-second rinsing cycle of the dishwasher.

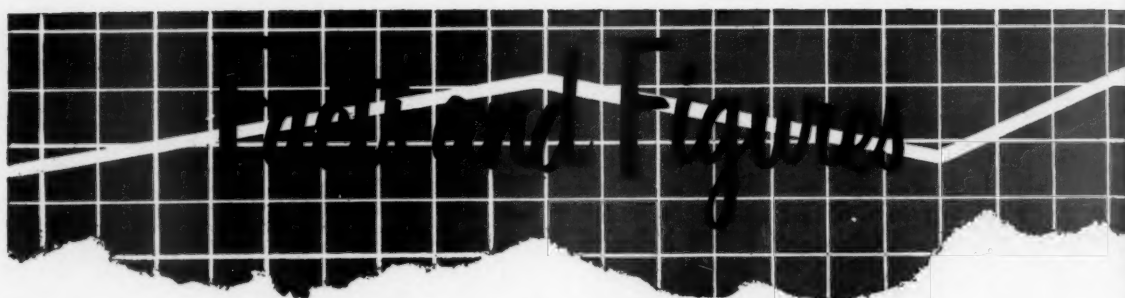
Other subjects covered were market surveys, market potential, comparison of horizontal storage tank equipment with direct fired automatic systems, equivalent tanks and gallons with regard to stored temperatures, recovery rates, sizing heaters for replacement installations, temperatures versus lime, and comparative fuel and installation costs.

Also, apartment house sizing, motel sizing, commercial and self-service laundry sizing, swimming pool sizing, baptistry sizing, gravity sprinkling tank sizing; sizing, installation and operating systems for food service establishments, and a discussion of the National Sanitation Foundation code.

Robert L. Ingeman, manager, Peoples Gas commercial sales department, said "We are highly pleased with the program and with the interest it attracted, as shown by the attendance and questions asked from the floor.

"Based on this favorable response we are considering future workshops covering other types of commercial gas-fired equipment. It is our firm belief that programs of this nature benefit users of commercial gas equipment."

All was not work at the sessions. Coffee breaks were taken at the morning and afternoon sessions on both days. Luncheon, served in the auditorium, provided an opportunity for guests to meet their counterparts from other organizations and talk over mutual problems.



Prepared by A. G. A. Bureau of Statistics

Shipments of all major gas appliances during December 1958 registered substantial gains over the comparable month in 1957. Gas range shipments (184,400 units) were up 35.8 per cent; automatic gas water heater shipments (209,300 units) were up 21.1 per cent; and gas-fired central heating equipment shipments (76,800 units) were up 50.9 per cent. With new housing starts showing no abatement, the prospects seemed bright for further gains in shipments of all types of gas appliances during 1959.

Housing starts during December hit 91,000 units, an increase of 42.9 per cent over 1957. The December rate of private housing on a seasonally adjusted basis was 1,430,000 units, a gain of 100,000 units from the November rate. Housing starts for 1958 totaled 1,200,000 units, the highest figure since the 1955 record of 1,328,900 units.

Total sales of the gas utility and pipeline industry to ultimate consumers during November 1958 amounted to 6,456 million therms, a decrease of 3.2 per cent from the 6,673 million therms sold in November 1957. This decrease in total gas sales, due primarily to the lower househeating demand because of warmer weather throughout most of the country, offset the 2.4 per cent increase in industrial gas sales. Sales of gas for industrial use increased from 3,394 million therms in 1957 to 3,475 million therms in 1958. Industrial production, as measured by the Federal Reserve Board index, was up 1.4 per cent. The index of industrial production (1947-1949 = 100) for November 1958 was 141, up two points above November 1957. A. G. A.'s November index of sales was 238.0 (1947-1949 = 100).

During the 12 months ended Nov. 30, 1958, total utility and pipeline sales of gas aggregated 78,957 million therms, 3.1 per cent more than the 76,618 million therms consumed in the 12 months ended Nov. 30, 1957.

SALES OF GAS AND ELECTRIC RESIDENTIAL APPLIANCES DURING DECEMBER 1958

(WITH PER CENT CHANGES FROM THE CORRESPONDING PERIOD OF THE PRIOR YEAR)

	December		November		First 11 Months of 1958	
	Units	Per Cent Change	Units	Per Cent Change	Units	Per Cent Change
RANGES (including built-ins)						
Gas	184,400	+35.8	171,100	+10.9	1,715,700	-6.4
Electric	n.a.	n.a.	129,400	+10.8	1,210,600	-3.2
WATER HEATERS						
Gas	209,300	+21.1	196,700	+13.4	2,465,700	+4.5
Electric	n.a.	n.a.	69,700	-4.7	757,900	+2.5
GAS HEATING—Total	76,800	+50.9	104,800	+25.1	1,044,200	+13.4
Furnaces	62,300	+61.0	85,500	+39.3	788,200	+18.6
Boilers	7,000	+32.1	9,900	+13.8	114,900	+14.8
Conversion Burners	7,500	+8.7	9,400	-31.4	141,100	-9.9
OIL-FIRED BURNER INSTALLATIONS	41,083	+18.8	47,252	-3.7	484,719	-11.2
DRYERS						
Gas	n.a.	n.a.	43,530	-8.4	330,730	-8.3
Electric	n.a.	n.a.	98,970	+3.5	722,800	-9.2

Source: Gas Appliance Manufacturer's Association, National Electrical Manufacturer's Association, "Fuel Oil and Oil Heat," and American Home Laundry Manufacturer's Association.

GAS SALES TO ULTIMATE CONSUMERS BY UTILITIES AND PIPELINES DURING NOVEMBER

(MILLIONS OF THERMS)

	1958	1957	Per Cent Change
Month of November			
All types of Gas	6,455.8	6,672.6	-3.2
Natural Gas	6,268.3	6,483.9	-3.3
Other Gases	187.5	188.7	-0.6
Twelve Months Ended Nov. 30			
All types of Gas	78,956.6	76,618.3	+3.1
Natural Gas	76,557.3	74,320.0	+3.0
Other Gases	2,399.3	2,298.3	+4.4
November Index of Monthly Utility Gas Sales (1947-49 = 100)	238.0	246.0	-3.2

PERTINENT BUSINESS INDICATORS, NOVEMBER

(WITH PER CENT CHANGES FROM CORRESPONDING PERIOD OF THE PRIOR YEAR)

	November			October		
	1958	1957	Per Cent Change	1958	1957	Per Cent Change
Industrial activity (1947-49 = 100)	141	139	+1.4	138	142	-2.8
Consumer prices (1947-49 = 100)	123.9	121.6	+1.9	123.7	121.1	+2.1
Housing starts, Non-farm (thousands)	102.0	78.2	+30.4	111.0	97.0	+14.4
New private constr. expenditures (\$ million)	3,087	3,005	+2.7	3,173	3,127	+1.5
Construction costs (1947-49 = 100)	n.a.	162.9	n.a.	170.9	162.8	+5.0

Purchasing: vital spot in business



By WILLARD F. ROCKWELL

*Chairman of the Board
Rockwell Manufacturing Co.*

Anyone who takes the time to look over printed material now available for advancing the art and science of purchasing—or the specifications outlined by various industrial authorities to guide the selection of the ideal purchasing agent—will almost certainly conclude that the question “What Can Management Expect from Purchasing?” can be answered in two words:

“Too Much!”

We are told that the purchasing agent should have leadership qualities; a wide knowledge of economics; the ability to work with others and bring out their best qualities; initiative, energy, and good judgment; a comprehensive engineering and technical education, with broad experience; the ability to charm salesmen into giving their very best terms; and the ability to present his ideas in the most convincing manner. In addition, he should maintain for himself and the company the finest public relations.

The chief executive who finds a purchasing agent meeting all these qualifications would do well to promote himself to an honorary position and make this model purchasing agent the chief executive officer.

There was a time when most corporations producing raw materials or buying materials, manufacturing, distributing, and selling finished products were operating on such a small scale that such functions as purchasing were limited in scope.

Today, our largest privately-owned corporation has annual sales of around \$10 billion. Our largest government operation is the Department of Defense, which spends up to \$40 billion annually; and at the top, we have our federal government, which spends \$80 billion annually to buy goods and services—and, incidentally, to support or control most of our personal and business activities.

Every purchasing agent knows the difference between strategic materials and critical materials. Any essential raw material which cannot be found in this country is classified as “strategic.” Any material which is in short supply in this country in war or peace-time, or which cannot be produced from this country’s natural resources at a reasonable commercial cost, is classified as “critical.”

There is no logical reason for restrict-

(Excerpts from an address delivered before the Purchasing Agents Association of Tulsa Seminar, Fort Gibson Lake, Okla.)

ing import of strategic raw materials by tariffs or quotas as long as they are required to maintain our industrial economy, which has established our “standard of living.”

The president of Tidewater Oil Co. recently said, “If everyone outside the United States suddenly began to use as much oil per capita as we do, the world’s present known oil reserves would be used up in five years.”

But I remember that, in 1908, just 51 years ago, experts said the cost of electric power was being reduced so rapidly that manufactured gas would soon be produced only as a by-product of coke ovens—domestic use of gas would be abandoned as uneconomical and electricity would take its place.

They had no knowledge of the vast, hidden resources or reserves of natural gas, and no vision of the great network of gas transmission lines now in operation. None of us realized that this fantastic growth could be halted temporarily by one federal judge sitting in Memphis. A billion dollars’ worth of production and construction was held up when it would have been most helpful to offset our recent recession.

There was a time when the operations of our federal government were of little concern to producers, manufacturers, and service businesses, such as the utilities. But, today, what the federal government does has the most important bearing on all private business operations, and has created many new problems for purchasing agents.

Following two world wars which found us poorly prepared to meet the estimated wartime demands and requirements, Congress decided to build up a five-year, \$5 billion stockpile of strategic and critical material, and that stockpile now is said to have reached a total of \$18 billion.

This accumulation was to insure us against any serious shortage, if we became involved in a third five-year world war. During the period when this stockpile was being accumulated, military and scientific experts pointed out that the development of nuclear weapons made it improbable that a world war could last more than 30 days, if either or both of the warring nations were to make maximum use of the new weapons.

The present stockpile was accumulated without any serious consideration of these experts’ warnings. Furthermore, it has been used like the farm subsidies to produce a vast surplus—after causing

temporary world-wide shortages and unjustified cost increases. This created one more push to the powerful inflationary force which President Eisenhower declared in 1952 could be a greater threat than Red Russian aggression.

In the textile industry, the purchasing agent can make or break his company. There are many other types of business in which purchased materials (copper, tin, mercury, etc.) are such a large factor in over-all costs that the purchasing agent's judgment on one prime material is the most vital factor affecting profits.

In such cases, the chief executive must accept responsibility for forward buying, even though he has great confidence in his purchasing department's judgment. Wars, and rumors of war, may upset the best calculations.

In the post-war years, under government controls and also under privately-owned companies' allocation systems set up during the post-war period of shortages, some metal stamping companies made more profit selling their steel allocation in the gray market than through their stamping business. In 1956, some nickel plating plants sold their allocation of 64½ cents nickel in the gray market at \$4 a pound, and made more profit than they had ever made from their contract plating business.

The purchasing agent in any big corporation which buys a wide variety of materials and services must be a student of political economy. If he has such knowledge, he can keep up with the latest economic developments from data in government reports or substantially better reports from such privately supported institutions as the National Industrial Conference Board. He should know that the all-time high for our gross national product was reached in the third quarter of 1957 at \$446 billion, and that it was \$20 billion lower in the first quarter of 1958. Since that time, it has been rising steadily, and is expected to soon exceed the all-time high.

He should also know that personal consumption expenditures during the very low third quarter of 1957 reached a new high of over \$288 billion, declining slightly in the succeeding quarters, and are now (barring strikes), on their way up to a new peak of \$300 billion. Analysis of these figures indicates why some products will rise in price, and some other prices will fall, even though inflation increases costs of all products. Higher costs do not necessarily result in a price rise, especially when

surplus productive capacity tends to depress prices.

With estimates of a \$12 billion deficit (and some unofficial estimates as high as \$17 billion) in the federal budget for the fiscal year 1959, buyers must expect inflation to continue, even though deflation appears in some commodities. As wages constitute 80 per cent of our costs, we know that while current average wage increases have been less than in recent years, they are still inflationary.

From President Eisenhower down to the run-of-the-mine economists, we are warned that we must resist wage advances. But many companies cannot resist effectively, because union wage increases given by the biggest companies promptly forced the smaller companies dominated by the same union's strike threats. Furthermore, even a company which has no union has no choice but to raise its wages or lose its help to other employers in the same labor area whenever they raise their wage standards.

The purchasing agent, more than any other executive, should understand the effect of tariffs, quotas, currency restrictions, and other forms of government manipulation which affect our domestic and international trade. We are threatened with economic warfare, and it has just been demonstrated that one relatively small shipment of aluminum dumped from behind the "Iron Curtain" can cause a drastic drop in prices in all other aluminum producing and consuming areas.

The purchasing agent should recognize the difference between importing raw materials. Critical or strategic materials are a prime factor in setting the price at which we can manufacture and sell certain manufactured goods in the domestic and foreign market. As long as tariff problems are settled by politicians, we cannot expect any logical program.

What could be more illogical than handing millions or billions in gifts and loans to gain the good will of any foreign country if we bar that same country from shipping raw materials into our country? Every capable purchasing agent understands the difference between a tariff and a quota on imported goods. Even the highest tariff does not bar the import of raw materials under certain conditions, but a quota allows only a definite quantity to be shipped in annually—after which no more of that material can be shipped in, regardless of the price at which it is offered.

Charges have been made that the present Administration has promised Congressmen from mining states that a quota would be established on lead and zinc if the Congressmen from these states would vote in favor of lower tariffs on imported manufacturing goods. Opponents of lower tariffs describe this promise as a bribe.

It is obvious that a quota on lead and zinc would raise domestic prices on these metals by reducing supply, and would simultaneously lower the prices of lead and zinc in all other countries, in accordance with the law of supply and demand. The countries now shipping their surplus lead and zinc into our country would be forced to sell their surplus supply at lower prices to the consumers in other countries. The foreign manufacturer, therefore, would have a lower cost of material, which, with his far lower cost of labor, would increase his many present advantages over the American manufacturer.

The problems of the purchasing department are complicated in this country by government controls and by periodic attempts of politicians to change or repeal such economic laws as the law of supply and demand and the law of diminishing returns.

However, if our domestic purchasing agents are confused, they may be consoled by considering the more complicated problems of the purchasing agents in the proposed European free trade area. It is planned that 17 European nations will mutually lower tariffs over a period of 15 years, although each nation is permitted to set its own tariffs against non-member countries. Each of these countries has its own national currency, which varies almost from day to day in relation to the currencies of the other countries. If each of the states had its own kind of currency, and if each had its own tariffs against imports from other states, you can imagine the confusion that would follow any attempt to stabilize the currency of each state and reduce tariffs originally set to protect the most important products of each state.

It will become necessary for purchasing agents to learn more about import and export trade and practices. The latest report from our foreign representatives shows that wages in our domestic plants are four and one-half times greater than the wages paid for the same type of work in our West German plants.

Under domestic wage contracts, the
(Continued on page 27)

Optimism marks sixth seminar



Participants in the A. G. A.-EEI electronics seminar included (l. to r.) R. E. Harbaugh, J. E. Towle, S. E. Wertheim, C. Marchyshyn, C. J. Schneider, E. T. White, R. H. Johnson, J. W. Vanier and W. J. Ott

An undertone of optimism marked the sixth annual Electronics Seminar, held in New York City Dec. 1-3. Sponsored jointly by the A.G.A. Accounting Section and the EEI Accounting Division, the seminar enabled delegates to exchange information and ideas on an informal basis.

The meeting had two primary goals: to discuss some of the problems in applying computing equipment to public utility problems, and to present the latest developments in computer hardware.

In former years, much of the equipment discussed was on the drawing boards, and most utilities spoke only about the trials of converting to new electronic systems. At the December sessions, it was pointed out that many manufacturers have successful installations in actual operation, and a number of utilities have finally started to recapture their conversion costs.

Beach J. McMillen, The Cincinnati Gas and Electric Co., and chairman,

EEI Accounting Division, welcomed a record number of delegates. There were 283 people from 104 companies attending.

At the opening session, members of the Electronic Committees, acting as liaison with manufacturers, reported on the latest developments in three main areas: input, computer, and output equipment. The committees also presented the final report on the Harvard Research Project, reviewing the objectives of the project and its relationship to the utility industry.

Six informal panel discussions entitled "Here's How We Do It" were presented the second day, with two groups of three panels being set up in the morning and afternoon. This made it possible for each registrant to attend at least four panels.

The Dec. 3 program, a general session entitled the ABC's of Electronics, covered these subjects: economic feasibility studies, choosing the hardware, programming, selection and training of personnel, and conversion and installation. This ses-

sion was of interest, not only to those companies beginning the investigation of electronics, but also to those who have progressed part way toward an operating system.

An additional feature was a visit to the data processing center of Consolidated Edison Co. of New York, Inc.

The seminar was conducted under the joint chairmanship of John E. Towle, A.G.A. chairman, and Ray E. Harbaugh, EEI chairman, Electronic Accounting Machine Development Committee.

Closing remarks were made by J. Gordon Ross, Rochester Gas and Electric Corp., and chairman, A.G.A. Accounting Section.

Complete details of the seminar are reported in the January issue of *Tubes and Tapes*, a publication issued jointly by the A.G.A.-EEI Electronic Accounting Machine Development Committee. *Tubes and Tapes* is published exclusively for members of the A.G.A. Accounting Section and the EEI Accounting Division.

Convention

(Continued from page 5)

accessible from all areas of the country. Second, the convention will be held under one roof, eliminating lengthy trips between sessions. Third, the "New Horizons" theme will be woven throughout the entire convention, resulting in a more unified program than has ever been conducted before.

Basic objective of this program is to provide gas industry leaders with a clearer picture of things to come so that they can return to their respective companies, better equipped to meet the highly competitive era just ahead.

Plans have been laid to adopt the same type of convention pre-registration system that was used for the 1958 A. G. A. Convention in Atlantic City. A simplified pre-registration application will be mailed to all A. G. A. company delegates and individual members this month. Convention delegates will be asked to complete this form and return it to the A. G. A. Housing Bureau in

Chicago, together with their \$25 convention pre-registration fee when they apply for housing accommodations.

Additional details about the program, including information on major speakers, the Home Service Breakfast and the various Section events will appear in future issues of the A. G. A. MONTHLY.

The following gas industry executives are serving on the 1959 General Convention Committee:

Chairman, Eskil I. Bjork, chairman, The Peoples Gas Light and Coke Co.; co-chairman, J. J. Hedrick, vice-chairman of the board, Natural Gas Pipeline Co. of America; Mason C. Albrittain, vice-president and general sales manager, Baltimore Gas and Electric Co.; R. R. Blackburn, senior vice-president, Southern California Gas Co.; Robert M. Brigham, vice-president, Springfield Gas Light Co.; Orville S. Carpenter, president, Texas Eastern Transmission Corp.

Also, Marvin Chandler, president, Northern Illinois Gas Co.; Kirby E. Crenshaw, president, Cities Service Gas

Co.; William G. Hamilton, Jr., president, American Meter Co., Inc.; H. Hansell Hillyer, chairman, South Atlantic Gas Co.; Roy E. Jones, president, North Shore Gas Co.; Otto W. Manz, Jr., executive vice-president, Consolidated Edison Co. of New York, Inc.

Also, Dean H. Mitchell, president, Northern Indiana Public Service Co.; Gerald T. Mullin, president, Minneapolis Gas Co.; Dale B. Otto, president, New Jersey Natural Gas Co.; W. B. Tippy, president, Commonwealth Services, Inc.; Henry Tuttle, president, Michigan Consolidated Gas Co.; S. D. Whiteman, president, Kansas-Nebraska Natural Gas Co., Inc.; Jac A. Cushman, secretary and convention manager, American Gas Association.

Ex-Officio Members: J. Theodore Wolfe, president, A. G. A., president, Baltimore Gas and Electric Co.; Wister H. Ligon, first vice-president, A. G. A., president, Nashville Gas Co.; L. T. Potter, second vice-president, A. G. A., president, Lone Star Gas Co.

40 newspapermen

(Continued from page 13)

the station, were distributed to all division and district managers a week in advance of the open house because many of them were to see the new station for the first time.

To answer the more technical questions, operating specialists were stationed along the tour route. An expert on odorization, stationed in the odorization building, explained the reason for adding odorant to the gas. The company's superintendent of compressor stations, aided by the superintendent of Chippewa Compressor Station, outlined the operation of the three 1,500-horsepower, Clark, right-angle, gas-driven compressors. East Ohio's superintendent of production and storage weathered the chilling November winds at a point overlooking the storage field to explain the function of the compressors.

At the conclusion of the tour, East Ohio's manager of production and storage summarized the trip and was open for questions. He received many.

From Chippewa, the newsmen were transported to a restaurant 17 miles away for dinner. Besides having an excellent reputation for its food, the restaurant was considered especially appropriate because it had a gas lamp

gracing its entrance.

Even at the restaurant, the underground storage theme was maintained. A 13-minute color motion picture, "The Underground Story of Natural Gas," was shown.

The affair was concluded by East Ohio President Robert W. Ramsdell, who spoke briefly on storage, and then invited questions on any subject pertaining to the company's service, operation and policies.

Several of the newspapers represented sent photographers to accompany the reporters covering the story. However, special arrangements were made for those who didn't. A darkroom was built and equipped in the station's administration building, and pictures were taken by a company photographer during the tour. The pictures then were processed and distributed to newsmen at the restaurant.

East Ohio was well pleased with the results of the open house. Weekly and daily newspapers in the company's service area carried a total of more than 600 column inches on the East Ohio storage program. Radio and television newscasts throughout Ohio described the new Chippewa station.

In a large front-page story, the daily Canton (Ohio) *Repository* pointed out that East Ohio will have to supply eight

times as much gas this winter as it did last summer and that "its new \$2.4 million Chippewa Compressor Station near Doylestown will meet that abnormal demand."

The Massillon (Ohio) *Independent*, in another front-page story, also emphasized the relationship of underground storage and adequate supply.

The Youngstown (Ohio) *Vindicator*, in a long Sunday feature story, topped by an eight-column "streamer" headline, highlighted the growth of the company's storage program.

"A key role in this relatively new technique of 'saving up' gas," the *Vindicator* reported, "is played by multimillion dollar compressor stations. In 1942, East Ohio was able to store three billion cubic feet of gas. The figure soared to 54 billion by 1956 and this year the company has 72 billion cubic feet of gas underground."

The Cleveland *Press* pointed out the importance of East Ohio's storage by noting that 60 to 70 per cent of the gas used by the company's customers comes from storage when temperatures are in the 10-above-zero area.

The tour answered the long-standing questions of some newsmen.

The weekly Orrville *Courier-Crescent* said in a folksy column:

(Continued on page 24)

A look at public utility regulation

By P. M. SCHUCHART

Director, Engineering Department
Florida Railroad &
Public Utilities Commission

It could be said that the modern concept of utility regulation in the public interest began with leaky rowboats on the River Thames.

More than 300 years ago the men who operated the ferry boats from one side of the River Thames to the other earned the King's displeasure because they were gouging the commuters. Public authority reminded them that their service was not strictly private enterprise, subject only to the give and take of competition, and promptly brought their rates more in line with costs of rendering the service.

Some time after this incident, and perhaps influenced by it, Lord Hale, Chief Justice to King James I, issued his famous legal treatise which held that certain business enterprises "ought to be under public regulation" and that they "should take but reasonable toll."

This early declaration represents perhaps the first reference in formal law to the idea that some businesses are "clothed with a public interest." However, Lord Hale indicated he was merely expressing what he understood to be a long-standing principle of English common law.

So the idea that certain business activities that vitally affect the public interest are necessarily monopolistic in character and should be regulated by the state, instead of by direct competition, goes back a long way.

It is interesting that in the case of the

Thames River ferrymen the King's government sought only to protect the consumer against outrageous prices for a ride across the river. The accent was on the consumer interest. The Crown, as regulator of commerce, was recognizing its obligation to the users of a public service rendered under private enterprise.

As public regulation has evolved since that time, most regulators have come to recognize a responsibility, not only to the consumer, but also to the utility company and the people who render the service; to the investors who provide capital; and to the broad, long-range interest of the public and the national economy.

As regulators, commissions today wield administrative and judicial power, not only over a substantial part of the consumer's dollar, but also over one of the largest single segments of our national private capital and savings. It is within their power and responsibility to keep the industry in a healthy condition for both consumer and investor, and for the nation as a whole, including its defense.

Wise public utility regulation has come to mean a careful balance of the interests of all three specific parties having a stake in utility services—the consumer who uses it, the utility employees who provide it, and the investors who make it possible. Much has been written about the inter-relationship of these three elements in providing services or products imbued with public interest.

Less has been written about what I prefer to call the "fourth dimension" in utility regulation—the obligation to reflect in regulatory decisions the long-range public interest—to measure decisions in terms of their effect on the

general well-being of the national economy.

Admittedly, this "fourth dimension" is more difficult to apply. As we say down Florida way, it's tough to find a handle on it. But it is nonetheless real, and may prove to be vitally important in the days ahead. As utilities grow in size, which they have done on a magnificent scale in recent years, and must continue to do to meet expanding consumer needs, they assume more vital positions in the nation's economy. Their well-being, their financial stability as segments of the economy, as employers of people and capital, becomes a matter of real concern.

What is the measure of this great expansion in utility services? Since the end of World War II, the electric industry, for example, has increased its production of electrical energy by more than 180 per cent. This compares with an increase in gross national product of about 43 per cent, when computed in constant dollars. The telephone industry has almost four times the plant in service and has added 37 million telephones; as a result, more than 64 million telephones were in service in this country by the middle of 1958.

Reserves of natural gas at the beginning of 1958 were at an all-time high. About one million customers were added in 1957.

To accomplish this growth, public utilities have gone to the well for new money many times since the war. They have raised about \$35 billion of growth capital—nearly one-half of all new money raised publicly by corporations in the United States in this period. Put another way, the utility industry has had to compete for investor money with all other industries in the market place for

(Reprinted from the Oct. 1, 1958 issue of "Telephone Engineer & Management." Copyright 1958, Telephone Engineer Publishing Corp.)

capital. This is one area where utility management has no monopolistic advantage.

What does this growth mean? It means that housewives and businessmen, American families in all their activities, have demanded more power, more communications, more transportation, more gas and other utility services. It also means that the services have been supplied at prices which consumers were willing to pay. Of course, costs of services have risen during the post-war inflation period but far less than the prices of almost everything else the consumer buys. One may assume from this that regulatory bodies generally have been doing a fair job of protecting consumer interests.

At the same time, this slower rate of increase in the cost of utility services over the years reflects vast and expensive research programs carried out by the utilities. It reflects also, I believe, a sincere determination on the part of those who manage the utilities to make resulting service improvements available promptly—in other words to provide an ever-improving service at as low a cost to the consumer as possible. Certainly the costs of utility services would have advanced much more sharply if their point of view had been otherwise.

There is no indication that continued growth of the voracious demand for utility services will slacken in the foreseeable future, and the nation's utility companies must be prepared to keep right on expanding to meet these needs.

Long-range public interest would demand that those needs be met—and at reasonable cost to the consumer, but at rates which will permit the utility to earn a satisfactory return on the savings invested in the industry. This, in essence, represents a measure of the "fourth dimension" in utility regulation.

Let's examine some of the reasons why, in my opinion, maintaining a financially healthy utility industry serves the broad public interest best over the years.

In the first place, it seems clear that the commission which insists on hammering down consumer prices and sets utility earnings at, or even near, "starvation" levels is not protecting the consumer's interest nor that of the public at large in the years ahead. For example, improvements in service come from research and development, and it is a long and expensive hop from the laboratories

to the household.

All research looks far ahead to the future. It cannot be timed to conform with the financial situation of the utility industry or its individual members. Poor earnings make it pretty difficult, if not impossible, to pay for basic research or to apply in an orderly way the results thereof for the consumer's benefit.

Let me recite one example from the telephone industry. The transistor, a development of Bell Telephone Laboratories basic research into the nature of materials, recently celebrated its 10th birthday.

Its long-run effect on the telephone art will be tremendous, with respect to both the cost and quality of service. I'm sure this invention resulted from commitment of substantial funds to research, with no assurance, but only a hope that results might yield good returns to the telephone customer and investor, and to the general public in terms of better service, at lower cost.

But it might have been unsuccessful. The decision to undertake such research was a calculated risk, a risk that probably could not have been taken under conditions of unrealistic consumer rates that produced only bare bones earnings.

The problem now faced by the electric industry in developing nuclear energy for peace-time use focuses attention on the importance of research to our national well-being. Those who regulate utilities were quick to recognize their responsibility to encourage research in this area. The NARUC set up a Committee on Nuclear Energy in the Electric Industry as far back as 1953, and this committee says in a summary of its latest report (1957):

"The regulated utilities will be spending on a scale hitherto inexperienced for research and development. They will, at the outset, be putting some very high cost energy on the line, when much cheaper power is available. They will be spending heavily for equipment with an unknown but probably relatively brief service life. The accounting and rate treatment accorded by the regulating and rate fixing authorities will be significant—perhaps even of controlling—importance in stimulating or retarding development of the new techniques."

Another example that could be cited is the proposed shift by airline carriers to the jets.

Beyond the area of research, it's fair to say that the financially strong com-

panies can move ahead faster in putting products of research to work for the consumer. Only the financially strong companies can afford to raise and spend the tremendous amounts of capital required to do away with the old and put in the new.

It is quite clear that customers of the stronger companies enjoy better service sooner. Operating companies from such new devices, when they result, go to work faster to stave off the effects of inflation on costs and rates.

By comparison, any company forced to live at a "bare-bones" level simply cannot afford the risk of any large-scale change. Even though the long-range benefits accruable from new designs may be most promising, their short-term application more often than not requires higher initial capital expenditures and carrying charges, and frequently a temporary earnings hiatus.

In the day-to-day management of a utility enterprise, many decisions have long-range effect. The relative well-being of the company dictates the course of action that may be chosen.

For instance, in planning to extend telephone service to a new subdivision, studies might show that a cable of 100 pairs would serve immediate needs of the new community. However, let's say the studies also indicated that within five years the potential need would double. Certainly, in the long run the larger cable would be more economical—but it would require larger capital outlay and carrying charges at the beginning. Only the financially healthy company can afford to take advantage of long-range economies.

Financially healthy utility companies can make use of preventative maintenance techniques to improve customer service by cutting breakdowns to a minimum. At the same time, they are better able to build into new and existing plant facilities the amounts of service margin required to meet emergencies and to fill customer demands efficiently.

In the long-range development and training of personnel, the financial health of the utility is important. Public service depends greatly on the people who render the service. Development of management potential is an expensive process—an area in which utilities must compete with all industry. The public's interest is best served when utilities can develop their service forces and man-

(Continued on page 30)

Sales conference heads busy Section schedule for 1959

Industrial and Commercial Gas Section projects for 1959 will cover a wide range of activities.

The first major event of the year will be the Section's annual sales conference, which is set for April 7-9 at the Hotel Warwick in Philadelphia. This conference will feature an expanded program which will devote time to all aspects of industrial and commercial gas sales. Other conference week events will be committee meetings and informal general meetings on various subjects.

Other 1959 highlights will be the Section's annual schools. The seventh Industrial Gas School will convene in Pittsburgh during the week of Sept. 14. In addition, a new school, the first Gas Air Conditioning Sales School, will feature a week of lectures and field trips, starting June 1 in Dallas. Curriculum aids to be used by the new school include a brochure entitled "Gas Goes to School" and a film strip.

During the coming fall, there will be a Seminar on Commercial Kitchen Planning. This special event will be held at Michigan State College in East Lansing.

As a result of the Section's efforts to cooperate with other industries and to participate in their national meetings, A. G. A. has been invited to join the

third Textile Symposium, which is scheduled for Sept. 21-22 in Greensboro, N. C. At this meeting, textile producers will be able to discuss mutual problems with manufacturers of both textile machinery and industrial gas equipment adaptable to textile processing, as well as with gas industry engineers.

The Section will also endeavor during 1959 to secure the endorsement of the American Meat Institute for the use of natural gas combustion products in human slaughtering operations.

The Section's College Cooperation Program will be continued during the year through the distribution of a new group of releases on various subjects. Four releases for educational purposes have already been planned. One of these is the 16-page reprint of "Gas Powered Air Conditioning," which is designed for engineering students.

National sales campaigns, too, will be a major undertaking during the year. The first commercial campaign in 1959 will be the Hi-Load water heater campaign, planned to run from February through April. The PEP campaign on commercial cooking equipment will follow later in the year. In addition, an introductory portfolio on Commercial Incinerator Sales, designed to stimulate

sales efforts, will soon be released to the industry.

Another 1959 event will be a Management Sales Clinic on Commercial Gas, planned for the fall. Other Section projects include a task force study of the feasibility of an Industrial Area Development Program; a group of films which can be produced during 1960; and a revamping and streamlining of the curriculum of the Commercial Gas School for its 1960 session.

During 1959, A. G. A. will again participate in several national trade shows. Enlarged Combined Exhibits on Gas will be shown at the National Restaurant Show, the National Metal Congress and Exposition, and the National Hotel Show.

Some 24 Information Letters have also been scheduled for publication in 1959 by various Section committees. The Industrial Gas Practices Committee has already finished Letter No. 90, which has been proposed as an American standard. This committee is now at work on a new letter, entitled "Recommended Good Practice Requirements for the Installation and Operation of Gas Atmosphere Generators," which is designed to serve as a guide for manufacturers, gas company engineers, and customers.

Reprints of magazine's air conditioning article available

In order to assist companies in promoting air conditioning sales, A. G. A. prepared a 16-page article for the January issue of *Air Conditioning, Heating and Ventilating*, national trade magazine. Entitled "Gas Powered Air Conditioning," the article was compiled by the Association's Air Conditioning and Heating Committee, in cooperation with the magazine.

The article discusses gas powered air conditioning equipment for homes and industrial and commercial buildings; various refrigeration and dehumidification cycles; data on characteristics, applications, and economic considerations; and engineering specifications.

More specifically, the article, which was designed for engineers, as well as

for sales personnel, covers in detail the mechanics and special characteristics of the absorption cycle, vapor compression cycle, and dehumidification cycle systems. The characteristics and applications of direct-fired absorption units, steam-operated absorption units, hot liquid-operated absorption units, gas engine-driven vapor compression units, and steam turbine-driven compression units are also considered. In addition, the article includes charts for computing costs and other values.

The article is expected to be of value not only to sales departments, but also to architects, consulting engineers, building managers, air conditioning dealers, and educational institutions.

Reprints of "Gas Powered Air Con-

ditioning" are available, at 15 cents per copy, from Order Department, American Gas Association, 420 Lexington Avenue, New York 17, N. Y.

A. G. A. Sales Conference on Industrial and Commercial Gas

Hotel Warwick • Philadelphia

April 7, 8, and 9, 1959

Tuesday—Commercial Gas Day

Wednesday—General Session

Luncheon

Reception

Dinner and Entertainment

Thursday—Industrial Gas Day

40 newspapermen

(Continued from page 20)

"One thing that bothered us when we first heard, several years ago, of the practice of pumping natural gas into old wells for storage was the question of whether the gas might not escape through cracks or crevices.

"We don't need to worry about that any longer, because a speaker at the dedication of The East Ohio Gas Co.'s new Chippewa Compressor Station a week ago assured a man who asked that question that measurements showed that no gas is ever lost. Every cubic foot pumped in is as secure as it would be if stored in a steel can."

Besides eliminating such concern, East

Ohio officials felt that the open house for newsmen had had several other important effects. They said that, besides emphasizing the importance of storage, the tour resulted in newspaper stories which showed what the company is doing to assure an adequate supply of gas even in cold weather.

"These stories," one commented, "also outlined the tremendous investment a gas company must make to provide continuous supply, and illustrated the important point that most of our facilities are underground."

The new station which the newsmen viewed replaced a similar facility, built in 1942, now outgrown by the company's storage program. The old station utilized seven 170-horsepower compres-

sors for a total rating of 1,190 horsepower compared to the new installation's rating of 4,500 horsepower.

The new station can pump as many as 60 million cubic feet a day into storage; its predecessor's maximum was 15 million. Chippewa can withdraw 400 million in a 24-hour period; the former installation had a maximum withdrawal rate of 80 million a day.

Chippewa Compressor Station pumps gas into an adjacent 3,218-acre tract of land with 88 storage wells. This area is used only when demand is at a peak. In addition to keeping it full, the new station will join forces with two other East Ohio stations to pump gas into the 476 storage wells of another pool, from which gas is used 150 days a year.

Commercial cooking

(Continued from page 10)

bake oven. We paired them up with our gas counterparts, invited local restaurant operators to come in and sit as judge and jury, and conducted comparative tests. Under their critical scrutiny, we proved without doubt that gas fryers save on fat, have greater speed, higher production, more accurate control, lower cost of operation, and a finer finished product; that gas broilers proved themselves faster in production, more flexible in operation, lower in operating cost, and a better end product, because only in gas can you get a charcoal finish. We showed less heat in the area of the operator than produced by electricity. Gas ovens produced more even browning, kept temperatures much more even throughout the back deck, and again showed lower cost of operation, greater flexibility and a finer product.

I know that our manufacturers are more than ever dedicated to keeping up with electric manufacturers and, more than that, they are determined to exceed them in every possible way. As a result, we have such things on the market today as a completely automatic gas coffee maker; indirect fired gas ovens that are almost human in the way they produce even browning of top, bottom, and sides of pastries; fast recovery fryers that will absolutely out-perform the best offered by competition; a new line of custom counter appliances that can be placed into a stainless steel table; ranges with super-speed top burners that reduce

cooking time as much as 20 minutes; and infra-red burners that are being explored by the A. G. A. Laboratories for future oven and broiler design.

There is no magic formula to success in capturing a bigger share of the commercial cooking load. There is no easy way out, but there are ample rewards to the successful. As equipment becomes more numerous and at the same time more complicated, and as the problems of competition require more elaborate presentations, desk work steals more of our commercial men's time. From my years at A. G. A. I am convinced that many companies still expect their residential men to be jacks-of-all-trades, dealing with residential and commercial problems in an age when specialization is the order of the day. In some companies I know for a fact that the commercial men are orphans in their own organizations where actually they are producing more net revenue per man than is the case in some other branches of the sales department.

Armed with a new enthusiasm for our fuel and the knowledge that great strides have been made in improving the equipment that uses it, we must have a program for action—a straight and well-defined pathway toward the goal we set.

Any plan of action must be based on a realistic appraisal of your own situation and a determination to win, however rough the going may be. This means we must graduate from defensive selling to the positive approach which will not only produce more sales but better sales.

To set up this program we should:

1. Take a look at our own market—not the national picture, but the people and establishments that are using our gas service. If your community is growing, you can figure that for every 100 new jobs added, a total of 209 jobs will be created. This will add 112 new residential customers, four commercial customers, and \$590,000 per year of new personal income.

2. We should take a realistic look at our competition—not one that underestimates its strength nor a view through rose-colored glasses, but a look that will reveal it in its most realistic form. What are they telling your customers? What plans will you make to get the true story to those you must sell?

During your own recent PEP campaign, one of our men got a station wagon which he renamed properly the "PEP Wagon," filled it with fryers and counter appliances and went from town to town calling on chefs and restaurant operators where the local sales managers had previously set up appointments. The results were most gratifying.

3. Take a look at the revenue at stake. What will happen if we gain more of it? How much can we afford to spend to do a better job? What will happen if we lose it? How much would you be willing to spend to get a new load, and would you be willing to spend an equal amount to keep from losing a present load to a competitor?

4. Who is going to do the selling? Who are our friends in this campaign?

(Continued on page 27)

Conference program set



C. A. Erickson, Jr., chairman of the Section's Corrosion Committee



A. R. Ehrnschwender, chairman of Automotive Equipment Committee



Paul W. Kraemer, chairman of the Committee on Customer Service



Deane W. True, chairman of the Section's Distribution Committee



W. B. Streitle, chairman of the EEI Committee on Transportation

Some 1,000 operating men will invade Cincinnati this spring to attend the Operating Section's annual Distribution Conference.

Opening April 6 at the Netherland Hilton Hotel, delegates will spend four days hearing more than 100 speakers explore the broad fields of automotive equipment, corrosion, customer service, and distribution.

Three general sessions, each devoted to subjects of general interest are scheduled. In addition, 15 sessions will cover such specific subjects as construction and maintenance, meter installation, testing and repair, distribution design and development, training of street department personnel, automotive electrical equipment, automatic truck transmissions, cathodic protection devices, and air conditioning services.

These and many other subjects are listed in the preliminary program. Copies have been mailed to all individual members of the Section and to member company delegates.

Deane W. True, Milwaukee Gas Light Co., who is chairman, Distribution Committee, will preside at the opening session. E. S. Fields, president, The Cincinnati Gas and Electric Co. will welcome the group to Cincinnati.

Section Vice-Chairman Joe T. Innis, vice-president, Northern Natural Gas Co., will report on Section activities. Other first session speakers will be Professor D. A. Weaver of the motor fleet training program, Public Safety Institute of Purdue University, and T. Spencer Shore, president, The Eagle-Picher Co. Professor Weaver will discuss management control of driver performance, and Mr. Shore will deliver an address entitled "Philosophy for Business."

Paul W. Kraemer, Minneapolis Gas

Co., who is chairman of the Customer Service Committee, will preside at the second general session which will open with a paper by J. H. Beatty, Laclede Gas Co., entitled "Picture Your Problems." This is a discussion of photography in customer service work.

T. J. Miller, Michigan Consolidated Gas Co., will speak on the reinforcement of compression joints, after which G. G. Wilson, Institute of Gas Technology, will report on the prevention of corrosion in stored pipe, and the laboratory evaluation of internal pipe coatings for natural gas service.

"The Rubber Yardstick" is the provocative title of the session's concluding paper by G. J. Sandusky, Southern California Gas Co.

The final general session will be moderated by C. A. Erickson, Jr., The Peoples Natural Gas Co. He is chairman of the Corrosion Committee.

A description of pipeline coatings, present and future, will be presented by N. T. Shidler, Pittsburgh Coke and Chemical Co.

G. G. Dye, Southern California Gas Co., will report on his company's program for the training and testing of distribution welders. Also on the final session are two Institute of Gas Technology staff members, P. B. Tarman and H. R. Linden, who will report on research on soil adsorption of odorants. Presenting the final report of a task group investigating the factors affecting unaccounted for gas will be L. C. Rohret, Middle West Service Co. The session will close with another task group report on the Cadwelding Requirements in ASA B31.1.8 by W. J. Kretschmer, Columbia Gas System Service Corp.

Of the remaining 15 sessions, two will be sponsored by each of the following groups: Construction and Maintenance Subcommittee, Metering Subcommittee, Distribution Design and Development Subcommittee, and Customer Service Committee. The Corrosion Committee will present one session, and six will be given jointly by the A. G. A. Automotive and Mobile Equipment Committee and the Transportation Com-

mittee of Edison Electric Institute.

The Automotive and Transportation Committees also are presenting an exhibit and demonstration of mobile equipment available for use in the gas and electric industries. This will be held either on the first or second day of the conference, depending upon the weather, at a site made available by The Cincinnati Gas and Electric Co.

A. R. Ehrnschwender, Cincinnati Gas, is chairman of the Automotive Committee, and W. B. Streitle, Rochester Gas and Electric Corp., is Transportation Committee chairman.

Cincinnati Gas also is planning a program of entertainment for the ladies. Among other features, there will be a hospitality suite on the fourth floor of the Netherland Hilton where they may meet for refreshments and secure information on sight-seeing, shopping, theaters, etc.

In an effort to make the conference self-sustaining, in line with A. G. A. policy, the registration fee will be \$25. There will be no advance registration.

National program to reduce customer complaints opens

The American Gas Association opened a National Appliance Field Observation Program this month, intent upon bringing about a drastic reduction in the cost of customer complaints on home appliances.

The most recent figures available from utilities on response to customer complaints were compiled in 1956, a year in which \$69.3 million was spent for this problem.

The program goes into action following several years of planning and a successful year-long limited test. Functioning through the A. G. A. Laboratories in Cleveland, NAFOP is designed to reduce customer service operating costs and increase customer satisfaction with appliances by identifying and eliminating causes of service calls. This will be done through collection and study of field observations based upon actual experiences.

The program was initiated by the Operating Section's Customer Service Committee. The committee will supervise the program.

By investigations and surveys, the committee learned that certain types of appliance difficulties occurred repeatedly.

Although not all were serious, all were important to service departments because of their frequency.

To correct this problem, the committee last year initiated a one-year test run during which time its members reported causes of service calls. The results indicated the need for a cooperative, industry-wide participation in centralized collection and analysis program. This will identify common faults of gas appliances. The goal: to secure improved designs which will eliminate the problem.

The program has seven basic objectives:

1. To aid manufacturers to improve design and correct undesirable performance and design features with the least possible delay.
2. To assure compliance of all appliances produced with the American Standard Approval Requirements, as sponsored by A. G. A.
3. To assist A. G. A. research and development committees by pointing out appliance features most in need of improvement.
4. To supply data concerning appliance performance to the A. G. A. Approval Requirements Committee for any

necessary approval requirements changes.

5. To aid utility service operations by disseminating information as to unusual service needs for any appliance.

6. To present service-cause analyses which will show the desirability of any type of control or device as a guide to future application or use.

7. To secure data on types and makes of gas equipment not covered by American Standards.

Under the NAFOP, utilities will be asked to submit to the A. G. A. Laboratories brief and simple reports covering the causes of customer service calls. These reports will be coded and recorded on punched tabulating cards, and analyzed in an effort to discover trends and generally common difficulties. These, in turn, will be brought to the attention of the manufacturers concerned, and to other appropriate groups, such as the Approval Requirements and A. G. A. Research Committees.

A booklet describing the NAFOP was recently mailed to all member utility companies. Additional copies are available from the Operating Section.

Commercial cooking

(Continued from page 24)

Where do the food equipment dealers stand? Whom do the public health authorities favor? What about the architects and engineers? They are all important, and those that are with us are the nucleus of our organization.

In addition to enlisting the aid of your dealers, I suggest you not overlook the tremendous help your own servicemen can give you. In our own organization our servicemen make regular calls on commercial customers, checking and adjusting their equipment. This insures the customer that his equipment will operate in the manner for which it was designed and helps him with specific operating problems. Our commercial cooking customers are divided into three categories depending upon size and amount of time equipment is used, and are set up for service each 30, 60, or 90 days. The service file is maintained by the sales representatives who forward orders to the service department each week. Servicemen are assigned to specific territories and on their periodic calls make gas-air adjustments, thermostat adjustments, pressure checks and talk with operators regarding changes they might make in equipment for better operation.

5. Make a plan for sales and advertising, and then work that plan.

An incentive plan for your employees—it can be recognition or money—will prove profitable. Each one of your employees is the gas company in his or her church, civic club, and in restaurants where he dines. His encouragement to gas users is important. His advice to prospects carries much weight. His service as an advance agent or prospect spotter is invaluable.

The hardest job you will ever have is to stop a tide that is running against you. Your first thrill will come when you find the tide running not quite so strong. You will reach your first plateau when you have neutralized its direction, and your greatest satisfaction will come when you find you have started to reverse the trend.

Let me urge you to participate in the activities sponsored by A. G. A., because a united front in a cooperative effort has far more substance than individual sallies against the enemy.

Our stake in the future is great. Our national population is increasing at the rate of 2 per cent per year. Our gas industry is gaining a million new customers a year. Industry is booming. Incomes are going up.

If I were to summarize in a single sentence, I would say that our industry must now shift its emphasis from problems of operating efficiencies to problems of public and customer opinion. It

is not enough that we supply good service. We have to make that service produce the utmost satisfaction for those who use it and then let people know about it effectively.

When you go back to your company, act as though you were going to your city for the first time. Walk in as a stranger. Look at your salesmen as though you have never seen them before. Look at your customers as people who want to be given an excuse for buying what you have to sell and find out how adequate your men are in supplying the excuse to "go gas."

I'd like to make this observation. Management is realistic but needs your help in pinpointing the urgent problems. Those problems which are adequately evaluated will receive sympathetic attention.

In my own company I have found management more than willing to arm our sales people with all the tools they need if they can show results. I am sure that your management, too, is conscious of the fact that nothing happens until a sale is made; that the company can only prosper as it grows and serves more customers; that our needs for money and manpower will be met if we've honestly evaluated our situation, if our program is realistic and well organized, and if our performance justifies the confidence that has been placed in us.

Purchasing

(Continued from page 18)

number of apprentices that can be employed is limited, but there is no limit in German plants. In general, the same type of machinery we use can be purchased in Germany for from one-third to one-half the price paid here.

Our manufacturers who bought machinery 15 years ago are permitted to write it down to scrap value through reserves for depreciation, but the reserve so accumulated is usually less than 50 per cent of the amount required to buy a new machine. In some European countries, the full value of a machine may be written off in the first year. It is not necessary to go very far into such statistics to learn why American manufacturers cannot produce as cheaply as their European counterparts, except where we have the advantages of mass buying power to support mass production methods.

Some European manufacturers have learned from the past that when there is an abnormal increase in unemployment, Congress usually raises our tariffs. They have hesitated to spend the large sums necessary to break into the domestic market. However, Congress has agreed to a three-year moratorium on raising tariffs, and thousands of European producers are planning to invade our markets.

We are threatened with inflation—which means our costs will rise. On the other hand, West Germany, having suffered from two inflationary disasters, is determined not to suffer another one. Our American manufacturers are trying to meet inflation by increasing use of high production equipment and automation. Our labor unions insist on an increase in wages each year, based on possible increased productivity, as they estimate it, which has very little relation to actual results. In West Germany, the worked-man hours per \$100 worth of

net industrial output went down 33 per cent in the past seven years. Per capita production increased 50 per cent.

Few of our great industries are headed by chief executives who held such responsible positions before World War II. For most of the past 18 years, our country has been faced by abnormal conditions, and such may be true of the coming years. However, there is no substitute for experience, and executives or purchasing agents who have not carried the burden of fighting a great depression or meeting competition from well managed foreign cartelized industries with their tremendous advantage in wage cost, will find it necessary to adopt new methods to meet complex situations.

Anyone who has spent a half-century studying the problems of American industry will find it difficult to understand how our country can maintain its leadership when Republican and Democratic administrations are recommending

(Continued on page 30)

*16 manufacturers display equipment
at Chicago in first non-industry showing, as
national ad campaign gets underway*

Gold Star ranges seen by thousands at Mart



One of the promotional aids supplied by A. G. A. to each exhibiting manufacturer was this illuminated display. Another item distributed by A. G. A. was a satin banner

Sixteen gas range manufacturers, offering more new product developments than in any previous year, marked the launching of the Gold Star Campaign at the Chicago Furniture Market last month. It was the first public, non-industry showing of Gold Star ranges.

The industry's \$30 million Gold Star Program, encouraging universal adoption of superior quality standards by the makers of gas ranges, already had been announced in leading gas industry trade media. National magazine advertising broke in *Life* magazine on Feb. 16 and in the *Saturday Evening Post* on Feb. 28. The full-page, four-color ads described the program and listed participating manufacturers.

The program was introduced to a national TV audience on Thursday, Jan. 29, when Julia Meade told a national *Playhouse 90* audience about the campaign. Seventeen Gold Star commercials have been prepared and will appear on the award-winning program during 1959.

Following the Jan. 29 TV showing, an intensive advertising campaign was introduced via newspapers, magazines and billboards. The theme of the national ads will be "The World's Finest Range."

The trade press campaign began on Jan. 5 and will continue through March. Ads will appear in these leading publications: *Home Furnishings Daily*, *The Mart*, *Electrical Merchandising*, *Heating and Gas Appliance Merchandising*, *Department Store Economist*, and *Narda News*.

Besides *Life* and *Saturday Evening Post*, national magazine media used will be: *Ladies' Home Journal*, *Better Homes and Gardens*, *Good Housekeeping*, *McCall's*, *American Home*, and *Sunset*.

At Chicago's famous mart, officials of the Gas Appliance Manufacturers Association hailed the record showing as "auguring the gas range industry's greatest year in production and sale of top-quality, fully-automatic ranges."

Every manufacturer accepted in the program will produce a completely "matchless" range—meaning automatic ignition for oven and broiler as well as top burners. Christy Payne, Jr., vice-president, Peoples Natural Gas Co., and chairman of the Gold Star Appliance Committee, said the 1959 ranges, as a "class," will include hundreds of improvements over past models.

Highlights of the gas ranges shown

at the mart, or scheduled to go to market early this year, include:

A "microray" gas broiler which generates a temperature of 1,600 degrees on ignition, and a three-micron wave length of infra-red energy which travels to the food as straight as light, cooks and browns it on contact, eliminates pre-heating, and cuts cooking time in half.

The "grillelevator," a pushbutton power elevator which raises or lowers the gas broiler grill to the desired height.

Floor guides, installed in the corners of a gas range, to make it easy to move the range without marking floors or linoleum, or to adjust a range corner on a floor which is not level.

Titanium-added porcelain to give ranges a lasting, chip-proof surface.

One-piece "uni-burners" (front and back burner in a single porcelainized unit) which can be readily removed and washed in the sink like a dish.

Micro-jet ignition which lights burners instantly, but keeps the range top cool.

"Air conditioned" ovens with built-in heat circulation control to insure perfect baking balance.

Foldaway top burners which provide clear counter space when not in use.

Two- and four-burner drop-in tops—some of which have set-and-forget control for at least one burner, and all of which are constructed to avoid interference with counter drawer operation—which install quickly in any kitchen counter area.

Aluminum lining for oven walls and door to reflect and radiate heat.

Specially designed broiler pans which drain fats to a lower-level pan and insure smokeproof broiling.

Thermal griddles in combination with a fifth top burner.

New application of a swinging door on a gas range with magnetic door catch.

Top-of-range rotisserie with thermo spit which is smokeless and does not spatter.

An oven rotisserie kit (not standard equipment in the manufacturer's range, but available as an individual unit consisting of detachable rotisserie rack, automatically revolving spit with meat holders, and rotisserie pan).

A "roto-roaster," built into the range oven, which is so roomy (6,600 cubic inches) that there is room for other foods while rotisserie is operating.

Silicon door seals, non-tilt oven racks, both hi-broiler and swing-out broiler on



A. G. A. presented its own Gold Star exhibit at the Chicago Furniture Market. This display told the story of the Gold Star Award in photographs, charts and brochures



Borg-Warner transformed its new Chicago Exhibition Hall into an appliance showroom during the Furniture Market, so that visitors could view additional Norge appliances



W. F. Johnson (l.), sales manager, Hardwick Stove Co., shows a Gold Star range to Vincent J. Stanley, Hardwick wholesale distributor in Rochester, N. Y., and Mrs. Stanley

the same range, adjustable oven door springs, further developments of the "burner with a brain" (top burner temperature control), radically new back-guard design, highly "obedient" automatic heat controls, and sensitive oven-ready indicators.

A. G. A. supplied all gas range manufacturers at the Chicago Mart with two

Gold Star illuminated displays. Each display was individually imprinted with the name of the manufacturer exhibiting. Also provided to each was a satin wall banner.

Manufacturers who displayed at the Mart include: Brown Stove Works, Inc., Caloric Appliance Corp., Cribben & Sexton Co. (Universal), Crown Stove Works, Inc., Hardwick Stove Co., Magic

Chef, Inc. (division of Dixie Products, Inc.).

Also Norge Sales Corp. (division of Borg-Warner Corp.), O'Keefe & Merritt Co., Geo. D. Roper Corp., Wedgewood-Holly Appliance Co. (subsidiary of Rheem Manufacturing Co.), Welbilt Corp., The Sunray Stove Co., The Athens Stove Works, Inc., The Tappan Co., and Whirlpool Corp.

Purchasing

(Continued from page 27)

that we build plants in the low-wage foreign countries which will compete with our own American plants. Even now, there are American-owned plants in England, Holland, Germany, and other Western European countries which are exporting their products to the United States, with a consequent reduction in their American output and a corresponding reduction in the number of domestic wage earners.

Currently, wages in German plants are less than 25 per cent of U.S. wages for the same type of worker. Obviously, to maintain the U.S. export volume

against such low wages, competition can only be accomplished by a far higher investment in high-production facilities; but, even then, the low-wage countries can cut their labor costs by installing the same type of facilities.

Our purchasing departments and sales departments are going to face new problems which have never been encountered before by any industrialized nation. To maintain our country's place in industry, we shall have to develop better executives and surround them with specialists who understand every phase of domestic and foreign commercial, financial, and political operations. Of course, such a purchasing department can only be supported by big business enterprises, which

means that federal aid to small business will grow, and the federal government will probably continue to try to curb big business to aid small business.

When our citizens recognize that big government is far more dangerous than big business (which can always be controlled by Congress), we may hope for a return to the simpler life from which we developed our one-time world-wide leadership in industry, free from any and all foreign entanglements.

Let us hope that our purchasing personnel will help both big and little business present their growing problems to the public in such a way as to promote the application of the needed remedial measures.

Regulation

(Continued from page 22)

agers to their full potential through adequate long-range training.

Evidence is beginning to develop to support the contention that adequate earnings for the utility company mean lower costs to the consumer.

A recent study by the magazine, *Electrical World*, covering a representative cross-section of 102 power companies, shows that the customers of the 25 power companies with the highest rates of return paid less for their electricity than customers of the 25 companies with the lowest rates of return. This was true in all four Federal Power Commission residential bill classifications (and a spot check indicated that this also held for commercial bills).

For example, household customers of the "top 25" earning companies paid 46 cents less per month for a 250 kilowatt-hour bill than customers of the "bottom 25." The bills of companies earning over 7 per cent are even lower. In the study on rate of return, there were 13 companies with earnings above 7 per cent. The average 250 kilowatt-hour bill

for those companies was only \$6.96, or 67 cents less than a comparable bill in the 25 lowest earning companies, and 40 cents less than the average of all companies studied.

The *Electrical World* article concludes: "While only good management can initiate earnings, the continuance of good management is in turn dependent on sustained good earnings. This type of management will be able to operate more economically, less on a piecemeal basis, and with long-range economies in mind.

"In other words, good earnings must result in economies which management is able to pass along to consumers."

Comment is made from time to time about the sheltered position of utilities with respect to competition. Such comments ignore the fact that past a certain point a utility has no protection in the struggle to attract the consumer's dollar in convincing customers that they should spend part of their available income on utilities.

This is particularly true in the telephone business. For example, where customers need and want optional services such as the speakerphone, home

communications systems, answering devices, etc., such services compete with the products and services of other industries such as electric appliances, or aluminum screens, on which the customer might choose to spend his money.

The competitive risk in such services is greater, and yet the prices that telephone companies may charge for them are closely regulated. Regulatory commissions might well give this consideration in terms of the meeting of the public's long-range service demands.

Of course, public utilities also compete in the money markets of the nation for investment capital. Inability to compete successfully in these markets, for whatever reason, rebounds to the disadvantage of consumers and the public at large through higher costs that must result.

We are all familiar with the details of the utility industry's contributions to national defense. I am displaying a keen sense of the obvious, though urgent, when I observe that financial health of the industry sets the limit of its ability to serve when the chips are down.

Last year the National Association of Railroad and Utility Commissioners

heard a report from its Committee on Rates of Public Utilities that touches on the broad public responsibility concept.

This report said, in part: "... Faster growing inflation with continuing expansion of utility facilities at ever-increasing prices to meet demands for service will impose additional responsibilities on regulatory commissions.

"To meet the challenge of these increasing responsibilities in fulfilling their obligations toward the users of service and the providers of service will

require regulatory commission vision and perspective.

"The policies of regulatory commissions must be compatible with the programs of those utilities who plan for the long pull as distinguished from the make-do or short-haul plan. Regulation that is repressive may work to the immediate advantage of the user of service today, but it may also ultimately work to his grievous disadvantage for many to-morrows."

The reasons are compelling, in my

opinion, for maintaining a strong, financially healthy utility industry in the public interest over the long pull which I have termed the "fourth dimension" in regulation.

Whose responsibility is it? Commissions, of course, bear a part of the load; managers of the industry no less certainly have a part, and with both parties dedicated to the one objective, an ever-improving, more plentiful service at a fair price to the customer, I think the public can count on a favorable result.

A.G.A. announces new publications issued during January

LABORATORIES

- American Standard Approval Requirements for Central Heating Gas Appliances, Vol. I, Steam and Hot Water Boilers, effective Jan. 1, 1959, Z21.13.1-1958. \$2.
- American Standard Approval Requirements for Central Heating Gas Appliances, Vol. II, Gravity and Forced Air Central Furnaces, effective Jan. 1, 1959, Z21.13.2-1958. \$2.
- Addenda to American Standard Approval

Requirements for Central Heating Gas Appliances, Vol. III, Gravity and Fan Type Floor Furnaces, effective Jan. 1, 1959, Z21.13.3b-1958. 50 cents.

- American Standard Approval Requirements for Central Heating Gas Appliances, Vol. IV, Gravity and Fan Type Vented Recessed Heaters, effective Jan. 1, 1959, Z21.13.4-1958. \$2.

- American Standard Listing Requirements for Domestic Gas Conversion Burners,

Z21.17-1958, effective Jan. 1, 1959. \$2.

STATISTICS

- Quarterly Report of Gas Industry Operations, Third Quarter 1958. Free.
- Monthly Bulletin of Utility Gas Sales, November 1958. Free.

ACCIDENT PREVENTION

- A Touch of Genius. Film. \$30. Also available on loan.

Council meets

THE 23RD ANNUAL MEETING of The Metropolitan Gas Heating and Air Conditioning Council will be held March 13 in New York City's Hotel Statler. The theme of the meeting will be "Keeping Gas Out Front."

Among the speakers on the agenda are C. Wesley Meytrott, vice-president-sales, Consolidated Edison Co. of New York, Inc.; George F. Taubeneck, editor and publisher, *Air Conditioning and Refrigeration News*; Frank Barmore, president, American Distributing Co., New Haven, Conn., and Keith T. Davis, manager of gas air conditioning, Bryant Manufacturing Co.

Standards booklet available

THE AMERICAN STANDARDS ASSOCIATION has published a new brochure, entitled "What Is a Standard?" The booklet, which explains the nature of standards in general and American standards in particular, and describes the functions of the ASA, is available, free of charge, from the American Standards Association, Department PR 34, 70 East 45 Street, New York 17, N. Y.

Compressor conference set

THE UNIVERSITY OF KANSAS and the Southwest Kansas Petroleum Industry are co-sponsoring the sixth Gas Compressor Institute from April 7-8 at Randall's Cafeteria in Liberal, Kan. A variety of papers and talks will be presented. More information is available from O. D. Calhoun, Sr., manager, Southwest Kansas Center, 107 West Fulton, Garden City, Kan.

Atlanta Gas Light expands facilities



An aerial view of Atlanta Gas Light Co.'s recently expanded peak-shaving plant near Atlanta shows, in the background, the firm's two new refrigerated storage tanks, each of which holds 1,297,500 gallons. This expansion was part of a \$1,750,000 peak-shaving project which resulted in a 75 per cent increase in storage capacity and enlarged production facilities in Macon, Augusta, Rome and Atlanta. In addition, the company recently increased its total daily contract delivery of natural gas from 390,000 to 446,000 Mcf. Atlanta Gas Light now serves 350,003 customers, its all-time high

Making PAR possible

NEW ENGLAND REGION

Concord Natural Gas Corp., Concord, N. H.
Central Massachusetts Gas Co., Webster, Mass.
Lawrence Gas Co., Lawrence, Mass.
Lynn Gas & Electric Co., Lynn, Mass.
Mystic Valley Gas Co., Malden, Mass.
Northampton Gas Light Co., Northampton, Mass.
North Shore Gas Co., Salem, Mass.
Norwood Gas Co., Norwood, Mass.
Wachusett Gas Co., Leominster, Mass.
Boston Gas Co., Boston, Mass.
Fall River Gas Co., Fall River, Mass.
The Hartford Electric Light Co., Hartford, Conn.
New Bedford Gas and Edison Light Co., Cambridge, Mass.
Cambridge Gas Co., Cambridge, Mass.
Worcester Gas Light Co., Worcester, Mass.
New Britain Gas Light Co., New Britain, Conn.
Haverhill Gas Co., Haverhill, Mass.
The Greenwich Gas Co., Greenwich, Conn.
Brockton Taunton Gas Co., Brockton, Mass.
Fitchburg Gas & Electric Light Co., Fitchburg, Mass.
Rockland Light & Power Co., Nyack, N. Y.
Springfield Gas Light Co., Springfield, Mass.
The Housatonic Public Service Co., Derby, Conn.
Manchester Gas Co., Manchester, N. H.
Algonquin Gas Transmission Co., Boston, Mass.
The Connecticut Light & Power Co., Hartford, Conn.

These companies are PARTners in '59. They are taking advantage of an action-tested team approach—an approach that helps the industry to maintain its leadership, while it helps the PAR subscriber to meet national promotion, advertising, research, and public information needs. PAR undertakes those jobs that can be done only or done best at the national level. Multiply your sales-power by joining PAR today!

The Hartford Gas Co., Hartford, Conn.
Blackstone Valley Gas & Electric Co., Pawtucket, R. I.
Lowell Gas Co., Lowell, Mass.
The Bridgeport Gas Co., Bridgeport, Conn.
New Haven Gas Co., New Haven, Conn.
Ware Gas Co., Ware, Mass.
The Berkshire Gas Co., Pittsfield, Mass.
Providence Gas Co., Providence, R. I.

MID EASTERN REGION

Central Hudson Gas & Electric Corp., Poughkeepsie, N. Y.
The Brooklyn Union Gas Co., Brooklyn, N. Y.
Elizabethtown Consolidated Gas Co., Elizabeth, N. J.
Consolidated Natural Gas System
The East Ohio Gas Co.
Hope Natural Gas Co.
New York State Natural Gas Corp.
The Peoples Natural Gas Co.
The River Gas Co.
City Gas Co. of New Jersey, Flemington, N. J.
City Gas Co. of Phillipsburg, Phillipsburg, N. J.
Syracuse Suburban Gas Co., East Syracuse, N. Y.
North Penn Gas Co., Port Allegany, Pa.
Baltimore Gas & Electric Co., Baltimore, Md.
New Jersey Natural Gas Co., Asbury Park, N. J.
Delaware Power & Light Co., Wilmington, Del.
The Columbia Gas System, Inc.
Ameren Gas Utilities
Columbia Gas of Kentucky, Inc.
Columbia Gas of New York, Inc.
Cumberland and Alleghany Gas Co.
The Manufacturers Light & Heat Co.

The Ohio Fuel Gas Co.
United Fuel Gas Co.
Virginia Gas Distribution Corp.
Philadelphia Electric Co., Philadelphia, Pa.
Keokuk Gas Service Co., Keokuk, Iowa
Rochester Gas & Electric Corp., Rochester, N. Y.
Long Island Lighting Co., Mineola, N. Y.
The United Gas Improvement Co., Philadelphia, Pa.
Public Service Electric & Gas Co., Newark, N. J.
Equitable Gas Co., Pittsburgh, Pa.
Hagerstown Gas Co., Hagerstown, Md.
Washington Gas Light Co., Washington, D. C.
Consolidated Edison Co. of New York, N. Y.
International Nickel Co., New York, N. Y.
South Jersey Gas Co., Atlantic City, N. J.
Brooklyn Borough Gas Co., Brooklyn, N. Y.

SOUTHEASTERN REGION

Gas Light Co. of Columbus, Columbus, Ga.
Nashville Gas Co., Nashville, Tenn.
Western Kentucky Gas Co., Owensboro, Ky.
Suffolk Gas Co., Suffolk, Va.
Piedmont Natural Gas Co., Inc., Charlotte, N. C.
Mid-Georgia Natural Gas Co., Sarasota, Fla.
South Atlantic Gas Co., Savannah, Ga.
Texas Gas Transmission Corp., Owensboro, Ky.
Florida Home Gas Co., DeLand, Fla.
Knoxville Utilities Board, Knoxville, Tenn.
Alabama Gas Corp., Birmingham, Ala.
Atlanta Gas Light Co., Atlanta, Ga.

Portsmouth Gas Co., Portsmouth, Va.
South Carolina Electric and Gas Co.,
Columbia, S. C.

P A R SOUTHWESTERN REGION

Lone Star Gas Co., Dallas, Tex.
Arkansas Western Gas Co., Fayetteville, Ark.
Sabine Gas Co., Inc., Many, La.
Zenith Gas System, Inc., Alva, Okla.
State Fuel Supply Co., Oklahoma City, Okla.
Arkansas Louisiana Gas Co., Shreveport, La.
United Gas Corp., Shreveport, La.
United Gas Pipe Line Co., Shreveport, La.
Transcontinental Gas Pipe Line Corp., Houston, Tex.
Louisiana Power & Light Co., New Orleans, La.
Hobbs Gas Company, Hobbs, N. M.
New Orleans Public Service, Inc., New Orleans, La.
Oklahoma Natural Gas Co., Tulsa, Okla.
El Paso Natural Gas Co., El Paso, Tex.
Texas Eastern Transmission Corp., Shreveport, La.
Phillips Petroleum Co., Bartlesville, Okla.
Pioneer Natural Gas Co., Amarillo, Tex.
Houston Natural Gas Corp., Houston, Tex.
Southern Union Gas Co., Dallas, Tex.
Empire Southern Division of Pioneer Natural Gas Co., Fort Worth, Tex.

P A R GREAT LAKES REGION

Northern Illinois Gas Co., Aurora, Ill.
Cincinnati Gas & Electric Co., Cincinnati, Ohio
Central Illinois Public Service Co., Springfield, Ill.
Southern Indiana Gas & Electric Co., Evansville, Ind.
Madison Gas & Electric Co., Madison, Wis.
Hoosier Gas Corp., Vincennes, Ind.
Northern Indiana Public Service Co., Hammond, Ind.
Pendleton Natural Gas Co., Pendleton, Ind.
Battle Creek Gas Co., Battle Creek, Mich.
Citizens Gas Fuel Co., Adrian, Mich.
The Dayton Power & Light Co., Dayton, Ohio
Southeastern Michigan Gas Co., Port Huron, Mich.
The Peoples Gas Light & Coke Co., Chicago, Ill.

North Shore Gas Co., Waukegan, Ill.
Winnebago Natural Gas Corp., Kaukauna, Wis.

Allied Gas Co., Paxton, Ill.
Consumers Power Co., Jackson, Mich.
Michigan Consolidated Gas Co., Detroit, Mich.

Milwaukee Gas Light Co., Milwaukee, Wis.

Richmond Gas Corp., Richmond, Ind.
Wisconsin Public Service Corp., Milwaukee, Wis.

Indiana Gas & Water Co., Indianapolis, Ind.

Citizens Gas & Coke Utility, Indianapolis, Ind.

West Ohio Gas Co., Lima, Ohio
Kokomo Gas & Fuel Co., Kokomo, Ind.

Central Illinois Light Co., Peoria, Ill.
Natural Gas Service, Inc., Madison, Ind.

The Ohio Gas Co., Bryan, Ohio
Central Indiana Gas Co., Muncie, Ind.

Wisconsin Southern Gas Co., Inc., Lake Geneva, Wis.

Princeton Gas Service Co., Princeton, Ill.

Illinois Electric and Gas Co., Murphysboro, Ill.

P A R MID-WEST REGION

Pueblo Gas & Fuel Co., Pueblo, Colo.
Public Service Co. of Colorado, Denver, Colo.

Kansas-Nebraska Natural Gas Co., Inc., Hastings, Neb.

Montana-Dakota Utilities Co., Minneapolis, Minn.

Greeley Gas Co., Denver, Colo.

Citizens Gas Co. of Hannibal, Hannibal, Mo.

Iowa-Illinois Gas & Electric Co., Davenport, Iowa

Cheyenne Light Fuel & Power Co., Cheyenne, Wyo.

Bowling Green Gas Co., Bowling Green, Mo.

Laclede Gas Co., St. Louis, Mo.

Minnesota Valley Natural Gas Co., Minneapolis, Minn.

Metropolitan Utilities District, Omaha, Neb.

Tri-Cities Gas Corp., Coffeyville, Kan.

Northern States Power Co., Minneapolis, Minn.

P A R WESTERN REGION

Washington Natural Gas Co., Seattle, Wash.

San Diego Gas & Electric Co., San Diego, California

Portland Gas & Coke Co., Portland, Ore.

Mountain Fuel Supply Co., Salt Lake City, Utah

Southern California Gas Co., Los Angeles, Calif.

Southern Counties Gas Co. of California, Los Angeles, Calif.

P A R CANADA

British Columbia Electric Co., Vancouver, B. C.

Union Gas Co. of Canada, Chatham, Ont.

The Valley Gas Co., Ltd., Turner Valley, Alta.

Canadian Western Natural Gas Co., Calgary, Alta.

Northwestern Utilities, Ltd., Edmonton, Alta.

The Public Utilities Commission, Kitchener, Ont.

Vancouver Island Gas Co., Ltd., Nanaimo, B. C.

P A R PIPELINE COMPANIES

New York State Natural Gas Corp., Pittsburgh, Pa.

Atlantic Seaboard Corp., Charleston, W. Va.

Home Gas Co., Pittsburgh, Pa.

Kentucky Gas Transmission Corp., Charleston, W. Va.

United Gas Pipe Line Co., Shreveport, La.

Natural Gas Pipeline Co. of America, Chicago, Ill.

Texas Illinois Natural Gas Pipe Line Co., Chicago, Ill.

Transcontinental Gas Pipe Line Corp., Houston, Tex.

Algonquin Gas Transmission Co., Boston, Mass.

Michigan Wisconsin Pipeline Co., Detroit, Mich.

American Louisiana Pipeline Co., Detroit, Mich.

El Paso Natural Gas Co., El Paso, Tex.

Texas Eastern Transmission Corp., Shreveport, La.

Southern Natural Gas Co., Birmingham, Ala.

Texas Gas Transmission Corp., Owensboro, Ky.

Pacific Lighting Gas Supply Co., Los Angeles, Calif.

Colorado Wyoming Gas Co., Denver, Colo.

Northern Natural Gas Co., Omaha, Neb.

Interstate Oil Pipeline Co., Shreveport, La.

Industry news

National campaign to promote dryers

A NATIONWIDE PROMOTION to spur the sales of automatic home clothes dryers will be launched by the American

Home Laundry Manufacturers' Association (AHLMA) dryer division committee, in conjunction with Indian Head Mills, Inc.

The campaign's theme will be "Buy a Dryer . . . It's Surer Than Sunshine." Indian Head's Pequot Easy-Care No-Iron sheets and pillow cases will be used as a campaign premium. The promotion will be a "cooperative tie-in for manufacturers of home laundry equipment, distributors and dealers, designed to sell automatic clothes dryers through the demonstration, display and use of Pequot Easy-Care No-Iron sheets."

In an explanation of the decision to use the sheets and pillow cases as premiums, William L. Hullsiek, chairman of the dryer division committee and merchandise manager, Kelvinator division, American Motors Corp., said the no-iron sheets offered "dramatic proof to consumers of the time, labor and money-saving advantages of owning and using an automatic clothes dryer."

Complete kits listing the important features

of the no-iron sheet, ways in which it can help sales of dryers, and the advantages of tying in with the promotion are being sent to key people among the 18 manufacturer members of the AHLMA who make almost 100 per cent of the washers, dryers and ironers produced in the United States. Kits also are going out to both AHLMA associate companies which are engaged in the manufacture of laundering aids and products closely related to home laundry appliances, and dealers and distributors of home laundry appliances.

Each kit contains swatches of the no-iron material, a fact sheet on automatic dryers and no-iron sheets, photographs illustrating the difference between the no-iron and ordinary sheets, distributor-dealer promotion suggestions, a form for a consumer booklet detailing labor-saving shortcuts with automatic clothes dryer use, and a copy of a speech by James E. Robison, Indian Head president, in which he relates how no-iron sheets can serve as a stimulus for sales of laundry equipment.

Columbia Gas System consolidates retail properties in Ohio

THE OHIO VALLEY GAS CO. has begun operating additional retail gas properties in Ohio. These properties were owned formerly by The Manufacturers Light and Heat Co. Both Ohio Valley and Manufacturers Light and Heat are subsidiaries of The Columbia Gas System, Inc.

The sale, which has been approved by the Public Utilities Commission of Ohio, the Federal Power Commission and the Securities and Exchange Commission, is another step in the system's simplification program. This program is designed to culminate in one retail company operating in each state, subject only to the jurisdiction of the state regulatory commission, and one system-wide interstate transmission company, subject only to the jurisdiction of the Federal Power

Commission.

This plan so far has reduced from four to two the number of Columbia subsidiaries selling at retail in Ohio. These two are The Ohio Fuel Gas Co. and Ohio Valley. Ohio Valley had previously acquired Ohio retail properties of United Fuel Gas Co., another Columbia subsidiary.

As a result of this last transfer, Ohio Valley has established district headquarters in Steubenville for its new 24-town service area. When it was operated by Manufacturers Light and Heat, the district office was located in Wheeling.

Kenneth E. Harsh, formerly Salem district manager for Ohio Fuel Gas, has been named manager of the new Steubenville district. The five other men on the Salem district staff will

move to Steubenville shortly.

Arthur W. Smith will continue as manager of the Steubenville division of the district. In addition to Steubenville, the towns in the division include Toronto, Hopedale, Empire, Richmond, Stratton, Wintersville, Mingo Junction, Brilliant, and New Alexandria.

Other division offices are in East Liverpool, where William T. McIntyre is manager, and in Bellaire, where the manager is James W. Cole, a recent transfer from Chillicothe.

Others to be transferred to Steubenville this year are Paul P. Warvel, district plant and service manager; Harold W. Lowman, district office manager; Robert L. Peters, district business promotion manager; Ernest R. Gardner, district industrial sales manager, and Bruce W. Cox, special representative.

Northern Natural, Air Products form helium extraction company

NORTHERN NATURAL GAS CO. and Air Products, Inc., Allentown, Pa., have joined in forming a company to extract helium from natural gas. Incorporation papers for the new firm, known as Helix Co., have already been filed in Wilmington, Del., with the secretary of state.

J. F. Merriam, president, Northern Natural, said that the new company will begin construction as soon as possible on a \$13.5 million extraction and purification plant near Sunray, Texas.

The plant, which will process 120 million

cubic feet of natural gas per day, will yield some 260 million cubic feet of helium annually. This total compares to the total United States output in 1957 of 292 million cubic feet.

Northern Natural has been listed as the principal stockholder in the new company. Air products, which will construct the plant, holds the remaining stock. Air Products specializes in processing gaseous and liquid components at extreme low temperatures.

F. C. Nicholson, head of Northern Natural's petrochemical department, and newly

appointed general manager of Helix, said that the plant will be the first privately operated facility in this country to engage in the extraction of helium from gas in transmission systems. At present, all other helium plants in the nation are operated by the U. S. Bureau of Mines.

The natural gas supply for the extraction process will come from wells in the Texas Hugoton and Panhandle fields. The area within a 250-mile radius of Amarillo, Texas, constitutes the only known source of helium in the free world.

Pennsylvania Gas Association plans production conference

THE PENNSYLVANIA GAS ASSOCIATION will sponsor a Production Conference on April 16 in Drexel Hill, Pa. The day's agenda includes four papers, a luncheon talk, and a plant tour.

The papers and their authors are "CCR Carrier Gas—LP Air Mixtures," Robert L. Yeager, Harrisburg Gas division, The United Gas Improvement Co.; "New Odorization Equipment Being Installed by Philadelphia

Gas Works," Lee G. Cordier, Jr., Philadelphia Gas Works; "Telemetry and Allocating Natural Gas in Dispatching," Vian B. Silliman, Jr., United Gas Improvement; and "Automatic High-Pressure LPG Installation for Fringe Area Peak Shaving," Herbert C. Jones, gas division, New England Electric System.

At the luncheon, Clarence B. Glover of United Engineers and Constructors, Inc., will

give a talk on "CCR Oil Gas Developments." Following the luncheon, delegates will tour Station A Plant of the Philadelphia Gas Works.

The conference has been planned by Dwight A. Dundore, production committee chairman, and committeemen Carl B. Buchholz, Jr., Mr. Glover, Harvey H. Johnson, Charles S. Lengle, Charles G. Lutz, Charles E. Martin, and Harold A. Vicker.

Highlights of cases before the Federal Power Commission

Bureau of Statistics, American Gas Association

Certificate cases

● **Arkansas Louisiana Gas Co.** has received authorization to construct up to \$2.9 million in natural gas pipeline facilities during 1959. In this budget type application, which is designed to attach new gas supplies when available, each project is limited to \$500,000 in cost.

● **Columbia Gulf Transmission Co.** has applied for authorization to construct and operate about 11 miles of lateral supply line and appurtenant facilities at an estimated cost of \$820,000. These facilities will transport natural gas for its affiliate, United Fuel Gas Co. Columbia Gulf Transmission, a new subsidiary of The Columbia Gas System, Inc., has been organized to acquire the facilities of Gulf Interstate Gas.

● **Texas Eastern Transmission Corp.** and its subsidiary, **Texas Eastern Penn-Jersey Transmission Corp.**, have received temporary authority to construct and operate about \$35 million in natural gas pipeline facilities. These combined facilities include 41 miles of 30-inch loops and the addition of 182,870 horsepower in new and existing compressor stations. Texas Eastern Transmission is also authorized to render a winter peaking service of 150 million cubic feet daily to 15 existing customers during the period ending April 15, 1959. The authorized facilities will increase annual deliveries by 36.9 billion cubic feet. A proposal to attach a new gas supply from the Rayne Field was not authorized by the temporary certificate.

● **Transcontinental Gas Pipe Line Corp.** has received approval of its budget type application for the construction and operation of nearly \$4 million in natural gas facilities, which will attach new gas supplies to the system. The cost of any single project will not exceed \$500,000.

Rate cases

● **Colorado Interstate Gas Co.**, in an approved settlement of three rate increases, will refund \$33.3 million in excess revenues, with interest amounting to an additional \$5.2 million. Refunds will be made to 10 wholesale customers in Colorado, Wyoming and New Mexico, and to two interstate pipeline companies. One increase for \$9.6 million became effective Jan. 1, 1954. It

was superseded by a \$10.3 million increase Feb. 1, 1955. The third increase for \$3.1 million went into effect July 1, 1957. On Feb. 5, 1958, a fourth increase of \$2.6 million annually, not involved in these proceedings, went into effect, subject to refund. The FPC noted that the company's rate of return of 5.23 per cent, lower than that ordinarily allowed interstate gas pipelines, would not impair its ability to raise new capital. In order to facilitate the settlement, the company did not press the FPC to resolve a major issue, namely the treatment of intangible drilling and development costs relating to Keyes Field.

● **Hope Natural Gas Co.'s** \$6.1 million, or 13.5 per cent, annual natural gas rate increase has been suspended until May 15, when it may be collected subject to refund. This increase is in lieu of a \$4.7 million increase applied for last November. It will affect seven wholesale customers in West Virginia, Pennsylvania, Ohio and New York. The latest filing is based on higher payroll costs, increases by three suppliers, and a 6.5 per cent rate of return. Still pending before the FPC is a 1954 rate filing for \$1.1 million and a 1957 rate filing for \$5.7 million, being collected subject to refund.

● **Natural Gas Pipeline Co. of America** has been permitted to reduce a suspended wholesale natural gas rate increase by \$4.5 million annually, or 49 per cent. At the same time, the effective date was shortened from Jan. 25, 1959, to Dec. 15, 1958. The substitute rate schedule is the result of decreased construction costs of recent projects and a decrease in unit cost of service as a result of raising peak day sales capacity from 100 million cubic feet daily, as previously authorized by the FPC, to the currently authorized capacity of 185 million cubic feet daily.

● **New York State Natural Gas Corp.'s** proposed \$5.7 million, or 11.1 per cent, annual wholesale natural gas rate increase has been suspended until June 1, 1959. These higher rates will then be collected, subject to refund, from 17 wholesale customers in New York, Ohio and Pennsylvania. The company based its filing on increased cost of purchased gas, high taxes, wages and labor costs, increased production costs, and a 6.5 per cent rate of return.

● **Tennessee Gas Transmission Co.** has had

a \$19.2 million, or 8.7 per cent, annual wholesale natural gas rate increase suspended until May 15, 1959, when it may become effective, subject to refund. Affected by the proposed filing would be 100 wholesale customers in Connecticut, Kentucky, Louisiana, Mississippi, Massachusetts, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Tennessee and West Virginia. The sole purpose of the latest request is to recover purchased gas costs. Also suspended were rate increases proposed by two customer pipeline companies affected by this filing. One was a \$364,000, or 5.9 per cent, annual increase by **Tennessee Natural Gas Lines, Inc.**; the other was a \$135,000, or 4.5 per cent, annual increase requested by **Alabama-Tennessee Natural Gas Co.**

● In other FPC actions, **El Paso Natural Gas Co.** has been allowed to withdraw a surety bond filed in January 1958, and to substitute a written agreement and undertaking covering the liability for refund of any excess charges in a \$16.5 million annual wholesale natural gas rate increase, being collected subject to refund. The surety bond, imposed as a result of the Memphis decision, is no longer required, now that the Supreme Court has reversed the decision. Another FPC action was the May 29, 1958, decision of Presiding Examiner Woodall which authorized **Transcontinental Gas Pipe Line Corp.** to transport nearly 26 million cubic feet of gas daily for Virginia Electric and Power Co. for boiler fuel, and to provide winter peaking service to Washington Gas Light Co. and Commonwealth Natural Gas Corp. The FPC concluded that the proposed rates for transportation and peaking service are not proper and reasonable. In still another action, the FPC granted permission to **Panhandle Eastern Pipe Line Co.** to abandon service to Michigan Consolidated Gas Co. on March 15, 1959. The 127 million cubic feet of natural gas now supplied daily to Michigan Consolidated Gas by Panhandle Eastern Pipe Line will be replaced by unallocated supplies to be secured from American Louisiana Pipe Line Co. **Natural Gas Service Co.**, Fredericksburg, Va., has been exempted from FPC regulation under the Natural Gas Act, pursuant to the terms of the Hinshaw Amendment. This is the 120th company to be exempted, either fully or partially, since the enactment of the Hinshaw Amendment on March 27, 1954.

GAMA opens new branch office in Washington, D. C.

H. LEIGH WHITELAW, executive vice-president, Gas Appliance Manufacturers Association, has transferred his office to Washington, D. C. Until Jan. 1, his office was at GAMA's New York headquarters. The Washington office is located at 734 15 Street, N.W.

The change of location was announced

jointly by Clifford V. Coons, GAMA president, and executive vice-president, Rheem Manufacturing Co., and Harold Massey, GAMA's managing director, who said, "This move provides the association with direct Washington representation at a time when defense and industrial mobilization planning programs are being considered and imple-

mented, and when matters dealing with excise taxes, military and government housing and other projects will require special vigilance."

Mr. Whitelaw, who has been associated with GAMA since 1943, became executive vice-president in 1955. He was previously managing director.

Northern Illinois Gas creates service division, announces five promotions

FIVE PERSONNEL CHANGES have been made as a result of the recent creation of a new division at Northern Illinois Gas Co.

Called the eastern division, the new area includes a number of communities which were formerly part of the company's southern division.

Donald B. Miller, previously manager of the Blue Island-Harvey-Chicago Heights-Kankakee district, has been named manager of the new division, which includes 58 communities along the Indiana state line, from the Chicago city limits to south of Kankakee,

and will service 115,000 customers. Temporary division headquarters will be in Blue Island. Eventually, the eastern division will be based in Glenwood.

In another reorganization development, the southern division was given new boundaries in order to replace the 58 transferred communities. Based in Joliet, the southern division now includes 71,000 customers in Bloomington, Joliet, Mendota, Morris, Ottawa, Pontiac, Streator, and 27 other communities. Bloomington was formerly a separate division.

As a result of the consolidation in the southern division, H. G. "Doc" Carr, previously manager at Bloomington, was named southern division manager. Mr. Carr succeeds Raymond O. Strauss, who has been promoted to assistant to Northern Illinois Vice-President Charles F. Hennessy.

In addition, Donald F. Davis, formerly district superintendent at Joliet, has become manager of the Bloomington district. Frank Murray, previously an industrial engineer in Joliet, has succeeded Mr. Davis as district superintendent.

Personal and otherwise

Roanoke Gas promotes A. T. Ellett and E. C. Dunbar

ARTHUR T. ELLETT, secretary and treasurer, Roanoke Gas Co., has been elected vice-president and general manager. Edward C. Dunbar, comptroller, has been elected to succeed Mr. Ellett.

In other developments, Charles D. Koontz was promoted from engineering assistant to utilization and supply engineer, and David B. Stuart was promoted from engineering assistant to construction engineer.

Mr. Ellett has been associated with Roanoke Gas for 23 years. He was named secretary and treasurer in 1944, and manager in 1948.

Mr. Dunbar has been with the company since 1956. He was previously a member of the staff of the accounting division of the State Corporation Commission of Virginia. Mr. Dunbar became comptroller of Roanoke Gas in 1957.

Mr. Koontz first became associated with the company in 1955. Mr. Stuart joined the firm as an engineering assistant.

Garrett elected president of Texas Gas Exploration



Robert O. Garrett

ROBERT O. GARRETT has been elected president of Texas Gas Exploration Corp., a subsidiary of Texas Gas Transmission Corp.

Mr. Garrett was formerly vice-president and general manager of the exploration corporation. He will continue as general manager and a member of the board of directors.

Prior to joining Texas Gas Exploration, Mr. Garrett was manager of the exploration

and production engineering departments of Arkansas Louisiana Gas Co.

Mr. Garrett is past chairman of the Carthage Field Engineering Committee, the East Texas Engineering Association, and the Executive Committee of the Central Committee on Drilling and Production Practice of the American Petroleum Institute. He is also a member of the American Institute of Mining and Metallurgical Engineers, the Houston Chamber of Commerce, the Mid-Continent Oil and Gas Association, the Production Division General Committee of the American Petroleum Institute, and A. G. A.'s Natural Gas Reserves Committee, as well as a director of the Independent Petroleum Association of America.

Firms merge personnel

GRAY AND DUDLEY CO., Nashville, Tenn., and Chattanooga Royal Co., Chattanooga, Tenn., merged operations Jan. 1. The consolidation was announced by L. R. Stevens, previously chairman of Gray and Dudley, and Ross I. Evans, formerly president of Chattanooga. Mr. Stevens has become chairman of the new firm, and Mr. Evans has assumed the presidency. Other officers of the new company are L. O. Morin, Jr., executive vice-president; L. C. Carroll, vice-president in charge of the Martha Washington division (originally part of Gray and Dudley) in Nashville; and George M. Childress, vice-president and general manager, and Robert C. Gundaker, vice-president in charge of sales, of the Chattanooga Royal division.

Ohio Fuel Gas announces four personnel changes in distribution department

FOUR PERSONNEL CHANGES have been made in the distribution department of The Ohio Fuel Gas Co.

I. A. Ludwig, vice-president and Toledo district manager, has retired from the Toledo district post. He will remain vice-presi-

dent. H. C. Taylor, Elyria district manager, has succeeded Mr. Ludwig in Toledo; Donald E. Barr, Springfield division manager, has replaced Mr. Taylor in Elyria; and David E. Young, assistant Toledo district manager, replaced Mr. Barr in Springfield.

Mr. Ludwig has been with Ohio Fuel since 1936. Mr. Taylor joined Ohio Fuel in 1936.

Mr. Barr began his career with the company in 1925. Mr. Young joined Ohio Fuel in 1950.

Quebec Natural names Milano executive vice-president

LEONARD MILANO, director, Quebec Natural Gas Corp., has been appointed executive vice-president and chief executive officer. He succeeds Kenneth B. Lucas, who has resigned to enter the consulting field. Mr. Lucas will continue with the company as both a consultant and a member of the board

of directors.

Mr. Milano has been a director since 1957, when the corporation began business. Before that, he was vice-president of Commonwealth Services, Inc., New York. Mr. Milano is also a director of The Berkshire Gas Co. in Massachusetts.

Meythaler promoted

V. W. MEYTHALER has been elected vice-president and treasurer of Texas Gas Transmission Corp. Mr. Meythaler has served as treasurer of the company since 1955. He joined Texas Gas in 1949 as supervisor of budgets and special studies, and was elected assistant treasurer in 1953.

Public Service Co. of Colorado promotes Loiseau, Person, Virtue and Howell



John E. Loiseau



Robert T. Person



W. D. Virtue



Walter W. Howell

JOHN E. LOISEAU has been elected chairman of the board of directors of Public Service Co. of Colorado. At the same time, he has retired as president.

Robert T. Person, formerly an executive vice-president, has been named to succeed Mr. Loiseau as president.

In addition, William D. Virtue, previously an executive vice-president, has been appointed to the new position of executive vice-president in charge of company operations. Mr. Virtue, who is also treasurer and principal financial officer of the company, will con-

tinue to serve in those capacities.

Walter W. Howell, formerly assistant vice-president, has been named vice-president and principal accounting officer, succeeding Mr. Virtue.

Mr. Loiseau has served for more than 15 years as the company's chief executive officer. He joined Public Service in 1923 as secretary and director, and was elected vice-president in 1938. He served as both vice-president and principal finance and accounting officer until 1943, when he was elected president of the company.

Mr. Loiseau began his career in 1915 as head of the accounting department of Citizens Gas, Electric and Heating Co., Mount Vernon, Ill. He later held executive positions with Mansfield Electric Light and Power Co. in Ohio and Montgomery Light, Water and Power Co. in Alabama.

Mr. Person started his career in 1936. In 1953, he became vice-president and general manager of The Pueblo Gas and Fuel Co., a subsidiary of Public Service. He was elected vice-president of Public Service in 1956, and was named to the company's board of directors in 1957. He was elected an executive vice-president last April.

Mr. Virtue, who has been with the company for 39 years, was elected vice-president and director in 1943. He was also named principal financial and accounting officer. He was elected treasurer in 1953, and an executive vice-president last April. He is a member of A. G. A.

Mr. Howell, who joined the company in 1924, has served as both assistant secretary and assistant treasurer. He was elected assistant vice-president in 1957. Mr. Howell is a member of A. G. A.

J. M. Kindle succeeds J. L. Foster as Lone Star Gas vice-president

JOHN M. KINDLE has been named vice-president in charge of transmission for Lone Star Gas Co. and vice-president and director of Lone Star Producing Co. He succeeds Julian L. Foster, who retired Dec. 31.

Mr. Kindle, who joined Lone Star in 1926, was appointed superintendent of operations in the transmission and gas supply divisions of Lone Star Gas and Lone Star Producing in 1954. Prior to that, he was superintendent of the gasoline departments of both Lone Star companies.

Mr. Foster, who began his career with the company in 1918, was elected transmission

vice-president in 1954. He started as an engineer in charge of high pressure meters and regulators, and gas measurement.

Mr. Foster participated in the planning and supervision of many of Lone Star's transmission and gathering pipelines, gasoline plants, compressor stations, dehydration plants, desulphurization plants, and city gate stations. He also supervised the design and construction of a number of compressor stations and pipeline bridges. In addition, he was instrumental in formulating Lone Star's safe driving awards program.

Mr. Foster was appointed assistant general

superintendent of Lone Star's operating department in 1921, chief engineer of the transmission division in 1926, and general superintendent in 1935. In 1952, he was elected vice-president and director of Lone Star Producing.

Mr. Foster has served on A. G. A.'s Operating Section API-A. G. A. joint committee on oil and gas pipeline field welding practices. In 1956, he received the A. G. A. Operating Section's Award of Merit in recognition of his contributions to the gas industry through participation in A. G. A. activities.

Pidcock named president of South Atlantic Gas; Hillyer remains board chairman



John F. Pidcock

JOHN F. PIDCOCK has been promoted from chairman of the executive committee to president of South Atlantic Gas Co. He succeeds H. Hansell Hillyer, who has been serving also as chairman of the board and general manager. Mr. Hillyer will remain chairman of the board.

In another develop-

ment, the company announced the re-election of four vice-presidents. They are Frank Barragan, Jr., and Clarence B. Reinschmidt, executive vice-presidents; W. E. Benfield, Jr., vice-president; and William B. Davis, vice-president, secretary and treasurer.

Mr. Barragan will take charge of the company's commercial division, and Mr. Reinschmidt will head its industrial division. Accounting and fiscal affairs will be divided between Messrs. Benfield and Davis.

As chairman of the board, Mr. Hillyer will continue to handle matters of "general policy and financing" for the company.

Mr. Hillyer became president in 1945.

Mr. Pidcock was elected to the company's board of directors in 1951. He became a member of the executive committee in 1952, and was named chairman of the executive committee last year.

In 1945, South Atlantic Gas was organized to acquire and operate Georgia and Florida properties. Last July, the company sold its holdings at Orlando and Winter Park, Fla. The company now owns only Savannah Gas Co. and St. Augustine (Florida) Gas Co. Since 1953, more than \$5 million has been spent for expansion in the Savannah area.

14 gas industry men named to National Petroleum Council for 1959

FOURTEEN REPRESENTATIVES of A. G. A. member companies have been appointed to the National Petroleum Council for 1959. The council, which provides information and advice on petroleum and gas to the federal government, has a total membership this year of 102 leaders from business and industry.

The 14 A. G. A. men are J. Theodore Wolfe, A. G. A. president; A. F. Barrett,

president, Rocky Mountain Oil and Gas Association; Paul G. Benedum, president, Hiawatha Oil and Gas Co.; Orville S. Carpenter, president, Texas Eastern Transmission Corp.; Glenn W. Clark, president, Independent Natural Gas Association of America; James Comerford, president, Consolidated Natural Gas Co.; D. A. Hulcy, president and chairman, Lone Star Gas Co.; W. Alton Jones, chairman of the board, Cities Service Co.;

Paul Kayser, president, El Paso Natural Gas Co.; N. C. McGowen, chairman of the board and president, United Gas Corp.; William G. Maguire, chairman of the board, Panhandle Eastern Pipe Line Co.; C. Pratt Rather, president, Southern Natural Gas Co.; J. E. Warren, chairman of the executive committee and director, Cities Service Co.; and George S. Young, president, The Columbia Gas System, Inc.

W. E. Humphrey succeeds C. H. Rich as Oklahoma Natural Gas Co. vice-president

CHARLES H. RICH, Shawnee district vice-president, Oklahoma Natural Gas Co., has retired after a 40-year career in the utility industry. He has been succeeded by Wayman E. Humphrey, formerly Muskogee district sales manager.

During his career, Mr. Rich worked at various times for Oklahoma Natural (1919-21),

Mullendore Gas Co. (1921-28), Laclede Gas Co. (1929-33), Central States Power and Light Co. (1933-41), and Oklahoma Natural again (in 1941, when that firm acquired Central States Power and Light). He became head of the Shawnee district in 1950.

Mr. Humphrey started with Central States Power and Light in 1939. In 1941, he, too,

transferred to Oklahoma Natural. He was named Muskogee sales manager last June.

In another development, Lew E. Libby was promoted to director of sales promotion. He joined Oklahoma Natural in 1957.

Two additional appointments are M. H. North as director of advertising and John C. Deupree as Mr. North's assistant.

Names in the news—a roundup of promotions and appointments

UTILITY

Frank Cassada has become sales supervisor for Western Kentucky Gas Co. He was previously in the merchandise sales department of Southern Indiana Gas and Electric Co. **Robert E. Cherry** has been named agricultural-industrial development department representative for Kengas, Inc., subsidiary of Western Kentucky Gas. He was formerly assistant manager of Southern States Owensboro Cooperative.

Consolidated Natural Gas Co. has announced four personnel changes. **John Davidson** and **Herbert E. Nord** have been appointed manager and assistant manager, respectively, of the system tax department. Mr. Davidson, who joined the firm in 1943, became assistant manager of the department in 1957. Mr. Nord started with the company in 1930 and was named head of the tax department of The East Ohio Gas Co., a Consolidated subsidiary, in 1951. In addition, **George N. Reed** has become manager of the firm's system rate department. He was formerly system rate engineer. **Norman A. Flaningam** has been named chief Washington counsel for Consolidated. He has previously done legal work for the firm on a part-time basis.

J. W. (Bill) Carneal has been promoted to director of sales and industrial development for Texas Gas Transmission Corp. Mr. Carneal, who joined the company in 1949, became assistant director of sales and customer relations in 1956.

Two personnel changes have been made at **Rochester Gas and Electric Corp.** **Gordon L. Calderwood** has been named assistant director of safety. He joined the company in 1927. He is vice-chairman of A. G. A.'s Low Btu Subcommittee and chairman of A. G. A.'s Subcommittee on Gases from Fluid Fuels. **Richard H. Cook** has been promoted to engineer in charge of operations in the gas production department. He joined the firm in 1947.

Donald B. Robertson has been named advertising manager of Southern Counties Gas Co. He joined the company in 1954 as assistant advertising manager.

Several personnel changes have been announced at **The Philadelphia Gas Works.** **Robert W. Lobb**, manager of the customer relations department, and **Stephen C. Symnoski**, superintendent of Station A, have been elected to the company's executive staff. Mr. Lobb and Mr. Symnoski joined the firm in 1934 and 1926, respectively. In addition, **Edward F. Hubbard** has been elevated to the newly created post of director

of operations. Mr. Hubbard, who joined the firm in 1939, was named director of administration in 1957. **Hammitt L. Robbins**, formerly director of services, has replaced Mr. Hubbard as director of administration; **Robert R. Lockhart**, previously assistant director of finance and accounts, has succeeded Mr. Robbins; and **Frederic D. Justin**, formerly manager of the management services department, has replaced Mr. Lockhart. Messrs. Robbins, Lockhart and Justin joined the firm in 1928, 1934 and 1939, respectively.

Fred E. Nelson has been named supervisor of accounting in Mountain Fuel Supply Co.'s distribution division. He succeeds **Victor E. Brooks**, who has retired. Mr. Nelson has been with the organization since 1929.

Several promotions and retirements have been announced by **The Ohio Fuel Gas Co.** **C. P. Hoffman** has been named assistant superintendent of gas measurement. **M. W. Doubikin** has succeeded Mr. Hoffman as office manager in the gas measurement department. Mr. Hoffman has been with Ohio Fuel for 37 years. Mr. Doubikin joined the firm 30 years ago. **Harold W. Haught** has been appointed local manager for the company in Chillicothe. He succeeds **James W. Cole**, who has become Bellaire division manager of The Ohio Valley Gas Co. Mr. Haught, who joined Ohio Fuel in 1951, was named local manager in Berea early in 1958. **Howard S. Riddle** has become coordinator of material standardization for The Columbia Gas System Service Corp., Ohio Fuel's parent firm. Mr. Riddle, who joined Columbia in 1927, has been material standards engineer in the service corporation's gas engineering department. **Edward W. Bailey**, Southern division production superintendent for Ohio Fuel, has retired. He joined the company in 1911 and became production superintendent in 1945. **Ira Oldfield**, compressor station operator at the company's Benton station, has also retired. He started with the firm 21 years ago and was named station operator in 1947. **Douglas R. Cotterman** has been named Circleville manager for Ohio Fuel. He succeeds **Harry S. Metier**, who has retired. Mr. Metier joined the firm in 1934 and became Circleville manager in 1947. Mr. Cotterman started with the company in 1954 and became an industrial department engineer in 1957.

Richard C. Boulet has been named manager of Citizens Utilities Co.'s Bangor, Maine, gas property. He was previously manager of the West Bend division of Milwaukee Gas Light Co.

Lester Wildman has been appointed general promotion representative for Oklahoma Natural Gas Co. in Tulsa. He joined the firm in 1955 and became sales representative in the Norman, Okla., area in 1957.

MANUFACTURER

G. J. Manahan has been named vice-president of The A. P. Smith Manufacturing Co. He joined the firm in 1939 and became general sales manager in 1954.

Several personnel appointments have been announced at the **Norge Division of Borg-Warner Corp.** **Frederick T. Kelsey** has become director of contract sales. He was formerly Midwestern regional manager for Bigelow-Sanford Carpet Co., Inc. **Walter C. Fisher** has been named director of marketing, and **James D. Dougherty** has been appointed sales manager. Both positions are new. Both men joined Norge in 1954. **Barbara Smith** has been promoted to field supervisor of the home service department. She joined the company in 1952 as a home economist.

Charles J. McLaughlin, Jr., has been named vice-president in charge of manufacturing for The C. A. Olsen Manufacturing Co. Mr. McLaughlin was previously general superintendent of the New Britain, Conn., plants of Landers, Frary and Clark Co. **R. E. Hammerschmidt** has been named assistant sales manager of The Henry Furnace Co., an Olsen subsidiary. He joined Henry Furnace in 1940.

Clyde E. Rosene has been appointed purchasing agent of the industrial division of Surface Combustion Corp. He succeeds **Morris Goodman**, who has retired. Mr. Rosene joined the firm 25 years ago and became assistant purchasing agent in 1943.

J. F. Donnelly, Sr., has become general manager of the reinforced plastics division of A. O. Smith Corp.

Harold F. Ramey, regional manager in Chicago for The Maytag Co., has retired. He joined the firm in 1928 and became head of the Chicago territory in 1945.

John C. C. Byrne has been elected vice-president, finance of Robertshaw-Fulton Controls Co. **Milton E. Case** has succeeded Mr. Byrne as controller. Mr. Byrne joined the firm in 1957 as controller. Mr. Case started with the company in 1954 and became assistant controller in 1957. **Arnold C. Hansen** has been promoted to assistant to the general manager of the Grayson controls division of Robertshaw-Fulton. He

joined the firm in 1946. Mr. Hansen represents the division in connection with the company's national service program.

Walter L. Davidson has been appointed sales manager of the engineering works division of Dravo Corp. He joined Dravo in 1942 and served formerly as manager of the general sales department.

William F. Weimer has been named to the new position of director of public relations and advertising for Rockwell Manufacturing Co. He joined the firm in 1936 and became advertising manager of the meter and valve, municipal, and utilities and register divisions in 1951.

Dan R. Gannon has been elected vice-president and general sales manager of Mueller Co. He joined the firm in 1929 and became general sales manager in 1957. In other developments, **Harry V. Seevers** and **Paul L. Hines**, sales representatives, have retired. Mr. Seevers joined Mueller in 1917. Mr. Hines started with the company in 1920.

OTHER

George B. Johnson, executive vice-president, Minneapolis Gas Co., has been named chairman of Sectional Committee Z21 of the American Standards Association.

Whitney Stone has been elected chairman of the board and chief executive officer of Stone and Webster, Inc. He succeeds Wil-

liam T. Crawford, who has resigned. Mr. Crawford will continue as a director. Mr. Stone was previously president. **Richard N. Benjamin**, formerly president of Stone and Webster Service Corp., has been elected president and a director of the parent company. In addition, Mr. Benjamin was chosen chairman of the board of the service corporation. He is a member of A. G. A.'s Committee on Gas Industry Finance and Economics, and a past chairman of the Edison Electric Institute's committee on financing and investor relations. **Peter J. Rempe**, previously senior vice-president of the service corporation, has been elected president.

Samuel Joseph and **Benjamin Schiffer** have been appointed vice-presidents of H. Zinder and Associates, Inc., consultants. Both are located in the firm's Washington, D. C., office.

Lester Simon, newly elected vice-president and director of R. A. Ransom Co., Inc., consulting engineers, has been named head of the firm's new New York City office. Mr. Simon was previously a general partner with W. C. Gilman and Co., public utilities engineering and financial consultants.

Paul T. Schwind has been promoted to the newly created post of editorial director of *McCall's* Use-Tested Program. He was formerly associate editor of household equipment and engineer in charge of the test rooms for the magazine. He joined *McCall's* in 1946.

Gas since 1933, when he joined the firm's New York accounting department. He subsequently worked for the system in both Cincinnati and Columbus, Ohio.

Mr. Schwartz was named assistant controller of the system's Service Corp. in 1951. He became assistant treasurer in 1953. Mr. Schwartz was active in the affairs of several A. G. A. Accounting Section committees.

Mr. Schwartz is survived by his widow, Elizabeth, two daughters, a son and a brother.

Roland E. Palmer

retired secretary of Consolidated Natural Gas Co., died Jan. 6 following a heart attack. He was 65.

Mr. Palmer had been associated since 1927 with companies which later were joined in the Consolidated system. When the system was organized in 1943, he became its assistant secretary. He was named secretary in 1953, and retired last November.

Mr. Palmer is survived by his widow, Edith, two sons and a daughter.

Victor Cotner

former vice-president and director, Columbia Carbon Co., died recently, after a long illness. Mr. Cotner was involved chiefly with the gas well and oil drilling operations of Columbia Carbon. For many years, he was also chief geologist for the company.

Mr. Cotner is survived by his widow, Audrey, and three children.

CONVENTION CALENDAR

1959

APRIL

- 1-3 •GAMA Annual Meeting, The American Hotel, Bal Harbour, Fla.
- 6-9 •Operating Section Distribution Conference, Netherland-Hilton Hotel, Cincinnati, Ohio.
- 7-9 •Sales Conference on Industrial and Commercial Gas, Hotel Warwick, Philadelphia, Pa.
- 15 •The Metropolitan Gas Heating & Air Conditioning Council, A. G. A. Headquarters, New York City.
- 20-22 •A. G. A.-EEI Accounting Section Conference of Electric & Gas Utility Accountants, Sherman Hotel, Chicago, Ill.
- 23-24 •Indiana Gas Association, French Lick-Sheraton Hotel, French Lick, Ind.
- 27-29 •Southern Gas Association, Annual Convention, New Orleans, La.

MAY

- 3-6 •LPGA Annual Meeting, Conrad Hilton Hotel, Chicago, Ill.
- 5-7 •Research and Utilization Conference, Hotel Carter, Cleveland, Ohio.
- 11-12 •A. G. A. Eastern Gas Sales Conference, The Netherland-Hilton Hotel, Cincinnati, Ohio.
- 18-19 •Operating Section Transmission Conference, Statler-Hilton Hotel, Dallas, Texas.
- 18-20 •A. G. A. Mid-West Regional Gas Sales Conference, Edgewater Beach Hotel, Chicago, Ill.
- 19-21 •Pennsylvania Gas Association, Pocono Manor Inn, Pocono Manor, Pa.
- 20 •The Metropolitan Gas Heating & Air Conditioning Council, A. G. A. Headquarters, New York, N. Y.
- 21-22 •The Natural Gas and Petroleum Association of Canada, Hamilton, Ontario.
- 25-27 •Operating Section Production Conference, Hotel Sheraton, Rochester, N. Y.

JUNE

- 7-11 •American Society of Heating and Air Conditioning Engineers, Semi-annual Meeting, Vancouver, B. C.
- 11-12 •Accounting Section Managing Committee Meeting, The Homestead, Hot Springs, Va.
- 15-16 •A. G. A. National Public Relations Conference, Edgewater Beach Hotel, Chicago, Ill.
- 22-23 •Michigan Gas Association, Grand Hotel, Mackinac Island, Mich.
- 22-24 •American Society of Refrigerating Engineers, Annual Meeting, Lake Placid Club, Lake Placid, N. Y.
- 22-25 •Canadian Gas Association, Annual Meeting, Empress Hotel, Victoria, Canada.

OBITUARY

George B. Johnson

executive vice-president of Minneapolis Gas Co. and chairman of A. G. A.'s Approval Requirements Committee, died Jan. 12 after a heart attack. He was 49.

Mr. Johnson joined Minneapolis Gas in 1933. He became superintendent of gas works in 1939, manager of the suburban division and then assistant sales manager in 1945, manager of the utilization department in 1946, assistant vice-president in 1953, vice-president in charge of operations in 1954, and executive vice-president last September.

Mr. Johnson was a past president of the Midwest Gas Association.

He is survived by his widow, Bernice, two sons and a daughter.

Albert V. Schwartz

assistant treasurer, The Columbia Gas System Service Corp., died Jan. 5. He was 51.

Mr. Schwartz had been with Columbia



George B. Johnson

Personnel service

SERVICES OFFERED

Labor Relations Director—nine years varied experience with utilities as representative of national unions; negotiating contracts, processing grievances before arbitration boards, unfair labor charges before NLRB, job evaluation analysis, writing contract clauses. Married, age 41. Resume on request. 1943.

Executive—17 years experience in management, sales, accounting, and engineering—as director, vice-president, and general manager and other capacities in natural gas utilities. My services are now available as a management adviser or other related capacities. 1944.

Management Operation Planning—recent president 12,000 meter natural gas utility. Nineteen years general management, distribution, utilization, rate making, finance. Graduate of leading eastern university. Will relocate. Living in West. Married, two children, age 43. 1945.

Industrial Gas Engineer—10 years of diversified experience in industrial gas engineering. Also qualified in commercial heating, water heating and domestic appliances. Desires greater responsibility and opportunity in expanding company. 1946.

Sales Manager—strong utility background, basically trained in residential sales of both gas and electrical appliances. Twenty years experience with top name appliance manufacturers. Product specialist, district, and regional sales manager. Traveled entire Eastern U. S., supervising and developing distributors, and dealers. Good dealer coordinator field merchandising man, highly promotional, with good contacts. Immediately available. Salary open. 1947.

Sales Engineer—have had 22 years experience as regional sales representative for well known heating equipment manufacturer re-

cently gone out of business. Good record of success in sale of space heaters and unit heaters to utilities, distributors and dealers. Details upon request. 1948.

Attorney—former executive manager bulk station, with public relations and sales experience. Until recently specialized oil and gas law. Prefer New York area, but will consider other. Salary secondary to opportunity. Resume on request. 1949.

Sales Executive—20 years with large, aggressive utility and five years with gas heating manufacturer. Background of retail and dealer sales and promotion. Thoroughly familiar with problems of selling all gas appliances through planned sales campaigns. Extensive experience in developing manufacturer, distributor, and dealer participation in mass sales programs. 1950.

Administrative Officer—interested in relocating, desires position in management or operations of utility. Prefer central, west or southwest states but would consider other locations. Broad experience in all phases of gas utility operation. Excellent record, references, and resume on request. Available 30 days. 1951.

POSITIONS OPEN

Assistant Superintendent, Gas Distribution—with experience in maintenance, design and construction of mains and services. Should have working knowledge of regulating and control equipment. Prefer man under 40 with technical training. Position is with New England natural gas utility. Salary dependent on training, experience and ability. Replies should include resume. 0882.

Sales Supervisor—large and growing Midwest gas utility has opening for aggressive salesman in commercial department of sales divi-

sion. Will contact restaurants, hotels and other commercial establishments for the promotion of gas installations and service. No traveling. Position offers excellent advancement opportunity. Gas company experience preferable; commercial and/or industrial experience essential. Salary open. Give age, education, experience and salary requirements. 0883.

Assistant Distribution Superintendent—a west coast Florida utility currently expecting the arrival of natural gas desires services of an experienced man between the ages of 25 and 40 years. Some technical education desirable. 0884.

General Manager—new natural gas utility, serving population 100,000, to be vice-president and general manager. Diversified and successful operating experience essential. Attractive salary, liberal benefits and stock option. All replies held in strictest confidence. 0885.

Sales Representative—Gas Odorants—for leading company in field. Full time travel, commission basis, established territory. Experience in gas distribution, operations. Engineering degree desirable. Send complete resume, including salary requirements, and recent photograph. 0886.

Assistant Superintendent, Gas Distribution—with experience in maintenance, design, construction and operation of services and mains. Working knowledge of regulator control equipment required. Technical training preferred. Four hundred miles of pipeline. Location, Eastern Pennsylvania. 0887.

Gas Engineer—consulting firm has opening for graduate mechanical engineer with five to ten years experience in gas industry. Work will provide broad experience in all phases of business. Send resume of education, experience and salary expected. All replies held confidential. 0888.

Western Kentucky Gas Co. purchases Mayfield Gas Co.

WESTERN KENTUCKY GAS CO. has purchased Mayfield Gas Co., Mayfield, Ky., and has taken over operations of the Mayfield Gas system and properties until such time as required regulatory approvals are obtained. In the event the required regulatory approvals are not obtained, Mayfield Gas will revert to its original owners.

"When Western Kentucky establishes permanent ownership of the system," G. J. Tankersley, Western Kentucky president, said,

"it is planned that rates to customers in Mayfield will be immediately reduced, and subject to operating experience, the rates will be reduced to Western's uniform rate structure ultimately." In addition, he said, the company will make immediately available its lowest industrial rate to any large industries which locate, or consider locating, in the Mayfield area.

Mayfield Gas currently serves some 2,500 customers in Mayfield. According to Mr.

Tankersley, Western Kentucky plans to take its place as a local industry in the Mayfield community.

Western Kentucky now delivers natural gas to about 66,000 customers in 57 Kentucky communities. In addition, its LP-gas subsidiary, Kengas, Inc., serves some 16,000 customers through its seven offices. The two firms serve 43 of Kentucky's 120 counties, from McCracken on the west to Garrard on the east.

U. N. economic unit issues study on the flexibility of the gas industry

THE UNITED NATIONS Economic Commission for Europe has published a critical study on "Ways of Improving the Flexibility of the Gas Industry." Totalling 34 pages, including two annexes, 24 tables and five charts, the study discusses methods of both achieving greater flexibility in the production of gas and satisfying more easily the varying de-

mands caused by seasonal changes.

The study considers the magnitude of seasonal variations, improvement measures adopted in the sphere of supply, and measures to even out demand. Suggested solutions include the creation of new production units to help meet peak demands, the accumulation of large stocks, and the encouragement of

off-peak consumption (or the restraint of peak consumption) through the medium of tariffs.

"Ways of Improving the Flexibility of the Gas Industry" may be obtained, at 60 cents per copy, from either the Sales Section, European Office of the United Nations, Palais des Nations, Geneva, Switzerland, or through sales agents for United Nations publications.

14 gas men on 1959 Unity Committee

A 14-MAN GROUP headed by Gordon M. Jones of The United Gas Improvement Co. is conducting the 1959 program of the Gas Utility Committee, which links utility gas and liquefied petroleum gas suppliers with appliance and equipment manufacturers.

H. Leigh Whitelaw is secretary of the committee and its GAMA representative. Representing the LP-Gas Association are Howard

D. White, W. R. Sidenfaden, C. J. McAllister and J. Woodward Martin. Representatives of the National LP-Gas Council are George J. Schulte, Jr., and Glen McGuire. Representing A. G. A. are C. S. Stackpole, Fred H. Faulstich, Jerome P. Happ and Mr. Jones.

In addition, three ex-officio members are A. G. A. President J. Theodore Wolfe, Arthur E. Bone and Clifford V. Coons.

Utility opens Arizona office

SOUTHERN UNION GAS CO. has opened new headquarters in Flagstaff, Ariz. The \$50,000 building contains some 5,000 square feet of floor space and houses both the company's local and Arizona district offices. A special feature is a drive-in window where customers can pay their bills. The structure was designed by Fred M. Guiry, and built by Schermann Construction Co.

A.G.A. advisory council

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 Man. Dir.—W. H. Dalton, 2532 Yonge St., Toronto, Ontario.

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 Sec.-Tr.—L. A. Friederich, Tampa Gas Co., P.O. Box 2562, Tampa, Fla.

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 Exec.-Sec.—Dale F. Hansman, 135 West Wells St., Milwaukee, Wis.

American Gas Association

HEADQUARTERS, 420 LEXINGTON AVE., NEW YORK 17, N. Y.

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